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The PUBLISHERS' WEEKLY

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Aviation and the Book Business

Ruth Leigh

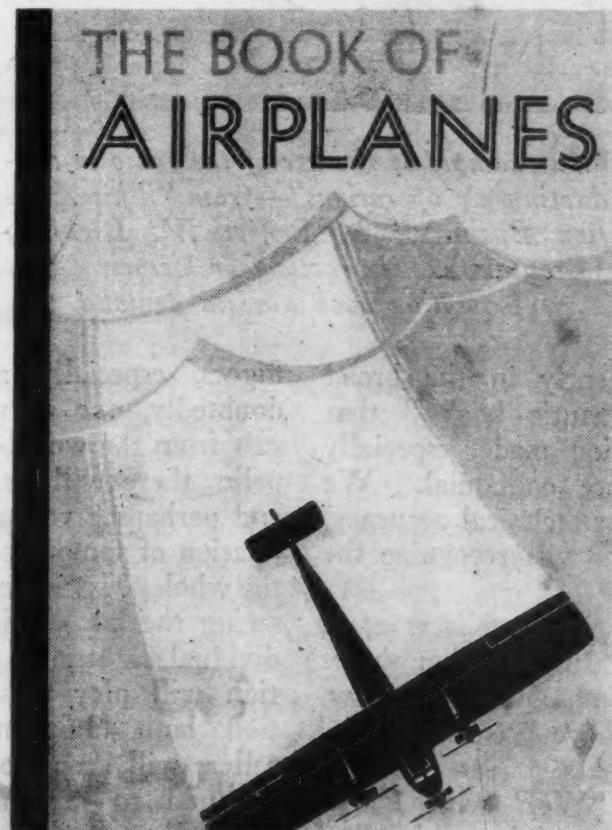
The American Public Not Only Believes in Aviation But Eagerly Seeks More and More Information About It. Miss Leigh Thinks That There Are Still Untouched Opportunities for Capitalizing the Public's Interest in Aviation.

"NEWS of aviation, stories about flying and flyers, have bigger reader interest than anything else we print," said Roy Howard, head of the Scripps-Howard newspapers recently, speaking at the anniversary luncheon for Clarence Chamberlin. Coming from journalistic headquarters, this statement is of deep significance to the booktrade, because the American public's interest in newspaper reading parallels closely its taste in books.

This article is an attempt, therefore, to consider, at the end of aviation's first big economic year, its effect upon the book business. Certainly, both publishers and booksellers have demonstrated marked alertness in capitalizing upon the mounting inter-

est in aviation, yet it is an open question whether the surface has really been scratched in selling aviation literature to air-minded, information-hungry America.

Right now, near the close of aviation's first big economic year, this country has 75,000 workmen in the industry, turning out 30 planes every day—over 10,000 a year. Unlike European governments, the United States subsidizes no aviation projects, so that the industry has been built by millions of dollars of private capital. It is evident that the American public not only believes in aviation but eagerly seeks more and more information about it, through newspapers, magazines and books. As the aviation industry outgrows its swaddling clothes,



A history of aeronautics for American Boys
by Lieut. Commander J. W. Iseman, and
G. G. Jackson, featured in the Oxford
University Press fall list.

we find that it exercises a noticeably stabilizing effect upon the aviation book field, at least in enabling us to determine what the public wants to read about aviation. We are emerging from those first hysterical days when people devoured anything and everything in print on flying, to the stage where consumers are indicating definite interests and preferences in regard to aviation books. The alert bookseller will watch the trend of local consumer demand, as right now, in the early stages of its development, there is an excellent chance to create a steady local market for books on aviation and related subjects.

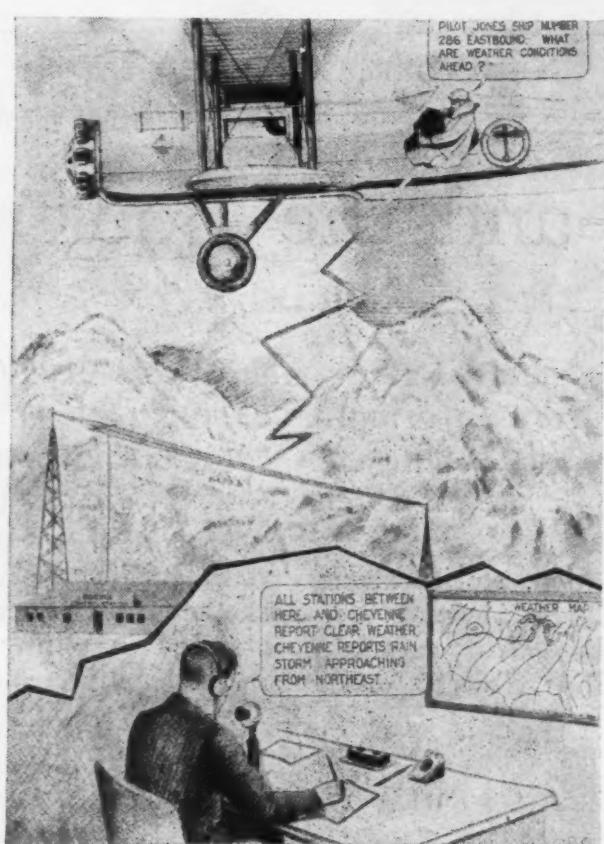
At this point, it should be mentioned that the term "aviation books" is somewhat a misnomer. The correct term is "books on aeronautics," to include books on other types of aircraft than airplanes. Nevertheless, we hear the term "aviation books" used so frequently in the broad sense to mean "aeronautic books," that there is little distinction made, especially as the former is more colloquial. We stress the point here for technical accuracy, and so that booksellers will recognize the distinction.

What does the American public want to read about aviation? Investigation shows that from the beginning, and up to now, aviation's best sellers have been chiefly accounts of famous flights. Starting with Colonel Lindbergh's "We," which, incidentally, brought the author his first royalty check in February, 1928 of \$100,000, we have seen a gradually mounting list of volumes describing individual flights. Commander Byrd's "Skyward"

ranks next to "We" in popularity, distinction and sales volume. This is followed closely by such volumes as "Record Flights," Clarence Chamberlin's volume of achievement, Amelia Earhart's "Twenty-Hours and Forty Minutes," "The Three

Musketeers of the Air," the story of the Bremen's pioneer westward passage from Europe, "The Flight of the Southern Cross," and an account of the exploration flight from Point Barrow to Spitsbergen. Such titles as these, familiar enough to booksellers, indicate the trend of public demand in aviation books. They have been largely books of individual flights, bringing to the American public, a glimpse of aviation in its early stages.

George Palmer Putnam, one of the best informed authorities on consumer demand for aviation books, states that we have seen about the last of books on individual



"An example of the use of the radio in conducting air operations"—from "This Aviation Business," by Ernest W. Dichman (Brentano), the practical or historical type of aviation book now in demand.

flights, especially airplane flights. Undoubtedly, one or more volumes will result from the world-flight of the Graf-Zepelin, there will be a book on ballooning, and perhaps a volume dealing with a compilation of famous aeroplane flights, but on the whole, Mr. Putnam believes that we are seeing the last of first-person books on individual flights. It is his opinion that aviation will play an increasing part in fiction, both adult and juvenile, and booksellers will keep alert to such fiction to be featured to customers interested in airplanes.

The development of aviation in this country has created another new market for books on aeronautics, especially text and technical books. Hundreds of thousands of



An aviation book window display which won for Pettibone, McLean, Inc., of Dayton, Ohio, first prize in Putnam's "We" window display contest of 1927.

men, mechanically inclined, especially the younger men, have switched their interests from automobile mechanics to a study of aviation mechanics. Mr. Hutchinson, vice-president of The Ronald Press, which publishes many technical volumes on aeronautics, reports that never in the history of their business has there been such an unparalleled demand for technical books as this demand for books on every phase of aeronautics. "From the tremendous volume of orders received every day for technical books on the subject," says Mr. Hutchinson, "it would seem as if every garage mechanic who ever tinkered with an engine has suddenly decided to 'study up' on aviation mechanics."

Aside from furnishing additional proof of the mounting interest in aviation books, this statement indicates an entirely new market for booksellers. Of course, it is hardly to be expected that the bookstore will stock text or technical books on aeronautics, any more than it carries technical books on medicine or dentistry. The growing market for technical books on aviation is stressed here merely to make booksellers

aware that it exists, and to remind them that these young mechanics, not book-buyers in the accepted sense, form an important new market for general and specialized books on aviation. As a form of service to his local community, it would be advisable for the bookseller to inform these local young mechanics (most of whom earn excellent weekly salaries) that the store is prepared to render assistance in ordering technical books on aeronautics, and to co-operate in every way possible in securing information and advice to help these inexperienced book buyers.

Acknowledging that the bookseller has shown great alertness in capitalizing upon the public's interest in aviation, we believe that there are still untouched opportunities for even greater book sales. One bookseller in Boston has discovered one—in airports. This store has, by purchasing or renting a concession, installed a small book stand in the ticket office of one of Boston's large commercial airports. Here is displayed a representative collection of aviation's best sellers in full view of persons obviously interested in flying, and with

plenty of time to examine popular literature on the subject.

This Boston bookseller has hit upon an excellent merchandising plan which might profitably be investigated by other bookstores near airports. There is every reason to suppose that airport officials might lend an interested ear to a suggested plan of displaying and selling popular and technical books on aviation.

We asked George Palmer Putnam what type of buyer forms the popular market for aviation best sellers. Without hesitation, he answered: "Young men and boys." This is a point for booksellers to consider. Although women are displaying some in-

terest in aviation, it is Mr. Putnam's opinion that the imaginations of this country's youth have been most strongly fired by aviation. He believes that a surprising percentage of flight-experience books, written for adult audiences, have been bought for boys. Make your store "Aviation Book Headquarters"—and watch how quickly boys and men will flock to you.

Aviation is unquestionably the liveliest subject in this country today, and a bookstore that does not maintain a constant display of "aviation best sellers," that does not keep constantly reminding the public that it carries a representative stock of flight books is passing up a phenomenal opportunity.

Books as Gifts—An Enormous Market

Franklin M. Watts

The Geo. Innes Co., Wichita, Kansas

THE number of gifts sold at \$1 to \$5 is enormous. Due to the fact that they are scattered over so many lines of retailing it is impossible to make even a rough estimate of the total volume. It is known that the toy business is three times the size of the trade book business. The gift shops, featuring inexpensive gifts, must do several times the business of the bookstores. This is not a one month market. The gift shops have a slogan "Every day is a gift day." Bridge parties, birthdays, graduations, confirmations, weddings, wedding anniversaries, bon voyage, convalescence, and hundreds of other occasions come every day in the year. All of these are occasions for gifts, all are occasions for books. Is this the opportunity for the booktrade to offset the losses of the book club inroads into the "browser trade"?

Gifts Now Very Important

Some analytical bookseller could do a real service to the trade if he found out just what percentage of books are sold as gifts. It is not generally known that usually the

book department does a larger percentage of its year's business in the month of December than any other department in a department store with the exception of the toy department. It almost always does a larger percentage than the gift department, and often exceeds the stationery department. This fact tends to prove the essential nature of the gift part of the book business. In many stores the December business in books is 30% and over of the year's total business. In hardly any does it go under 20%. As a guess on the inadequate information I have at hand it seems safe to estimate the books sold as gifts at one half the total year's business, or more.

Natural Division of Business

Either a person buys a book for himself or for someone else, unless he buys for both. The number of people who buy books in quantity for themselves is limited. There seems no immediate prospect of a large increase in their number. The book clubs have taken a large percentage from the bookstores for at least

the major portion of their purchases. It is hard to see how any advertising will make them forsake a plan that gives them books cheaper, and easier than shopping in a store. It must be remembered lots of people don't like to shop. This is especially true of people of the masculine gender. If this were not true women would not buy 90% of retail merchandise. And strange to say lots of modern women get little pleasure from shopping. This may not appear to be a large movement on the surface. If anyone doubts this assertion let him ask almost any department store executive about its significance. Marshall Field's are expanding into suburbs, as many customers prefer not to go to Chicago for shopping.

In our zeal to satisfy the browser we have neglected the person who buys books for others, or who would, if given the proper incentive. Just what does the occasional shopper want in selecting an inexpensive gift.

First: The gift must be something the recipient doesn't have.

Second: It must be attractive in packaging—it must be well wrapped as a gift.

Third: It must look the price she paid—or a little more.

Fourth: It must reflect intelligence and good taste.

Fifth: It must be at a price she wants to pay.

Sixth: If the recipient wants to exchange the present it must be easy to do so.

The first and sixth appear contradictory—and are, but so is human nature. In reality what Mrs. Customer wants is a gift that will have slight chance of duplication, but she wants to avoid any embarrassment if it does duplicate. Still another aspect which can't be cataloged is that many shoppers demand something that is practical—this suggests books of information rather than pleasure.

Books have more necessary qualities for gifts than most any other article. However before we can ever gain a more widespread market for gifts we must overcome the few handicaps we now have. We have not spent enough attention to gift packing. All too many stores are careless about gift wrapping. Gift shops always ask if the gift can be wrapped as a gift. It

would not be difficult to design attractive gift wrappings for various occasions. It might be something for the trade associations to work out together. The bands furnished by the National Association of Book Publishers are a good start. A standardized series of boxes would help greatly.

Another present handicap that could be easily overcome would be to spend more of our advertising appropriation telling the public that such and such books make excellent gifts to certain personality types. The advertisements of the publishers could state more often that such and such books make excellent gifts.

For some strange reason customers fight shy of books as gifts through fear that the recipient has such and such a book. The chance of duplication is slight. It seldom runs over one in a hundred. Yet this fear holds back millions in potential business. Another reason for our lack of gift business is that customers fear that so and so might not like the book. These two reasons could be overcome by some kind of an exchange privilege that is nation wide. There are objections, of course. If there weren't we would lead in the gift business. Here is a suggested solution. There are others of course. Some method could be devised whereby any member of the A.B.A. will exchange any book received as a gift from any other member, providing a slip is enclosed from the first dealer. This slip could contain the name of the book and the name of the original dealer. In case a dealer received a title for which he thought he would have no sale he could send the book back and receive a check in return for the *retail* value of the book. This sounds complicated but isn't. It would happen very seldom. Most books given are current popular books. Exchanges would be few. Every dealer would be protected. It would identify the ABA and make the membership more valuable.

Conclusion

This article is not a panacea for all the ills of the book business. It has not offered—more than a mere suggestion. There is no doubt that we need more business. The gift business is enormous. We can get some of this, provided we give the customers what they want.

Building a Mailing List

Sixth Article on the Development of the Children's Book Department

Mable Arundel Harris

THE value of a good list of names is so generally recognized that it needs no comment. The children's book department should have a list of children's names with their special individual characteristics together with a cross index of the names of parents and guardians, and with a list of community leaders interested in children's activities, such as heads of Parent-Teacher Associations, music, dramatic, art, private and public school teachers and principals, librarians, branch librarians, department heads, civic club leaders, Boy and Girl Scout and Camp Fire leaders and guardians, Y. W. and Y. M. C. A. leaders, newspaper editors, such as the city, the club, the literary, the woman's page, and possibly, the children's editors, good speakers, and a miscellaneous list of friendly "key people."

It is a simple thing to get a list of names, but thought and effort are required in getting a list of particular names. An indifferent list is a liability, since it simply eats up paper, stamps and time. An up-to-date

live list is one of the merchant's most valuable assets for increasing sales.

Probably the surest means of building up such a list of names is by personal contact. When children and their parents come into the book department it takes but a moment to fill out a card. The bookseller has an opportunity to express the department's real interest in the child. Customers appreciate the interest shown and the service that it promises.

The Birthday List developed by The Boys' and Girls' Own Book Shop of the J. K. Gill Co., of Portland, Ore. is made up of 3 by 5 inch plain cards on which the bookseller writes the names of the child, his address, his parent's name, the telephone number, the child's birthday date with the year of his birth, and then in pen and ink, the outstanding books he already owns, and in pencil, a list of some of the books he should buy within the next six months. If he has any definite interests or ambitions these should also be noted and the books that are suggested should take these interests and ambitions into account.

Sample of Such a Card

May 3rd, 1921

Major, Ralph J.
2235 Burwell St.
Grant 6320
Major, Thos. A. and Rose P.

Likes machinery, animals, wants
to be aviator. Has (list of books
he owns); Bought 5/3/29 (list of
books purchased); recommended
(pencil list of books for future
purchasing).

A Similar Card Is Made Out for the Child's Parents

Major, Thos. A. and Rose P.
2235 Burwell St.
Grant 6320

Account with store...yes
Parents' occupation...bond sales-
man with Blyth, Witter Co.

CHILDREN: Rosemary June 27, 1919

Ralph J. May 3rd, 1921

Paulson Nov. 5th, 1925

The card for the child is filed under date and the one for the parents under name. Other cards are made out for Rosemary and for Paulson. The parents are impressed with the need of books for the children's growing minds and for such books as are most suitable to their particular individualities and temperaments. It is explained that with the penciled list of suggested titles a hurried purchase need not necessarily mean a hurried choice. The parents are invited to tell their friends and the members of their families who also buy books for the children that the service is available to them and they are urged to cooperate with the bookseller, for the child's sake, in keeping the lists up to date.

The visible file cards which make use of colored tabs are more expensive to install but they are ideal in that they do not get lost or dog eared and because they are so immediately at hand when wanted. Another advantage is that there is no need for cross indexing, as the one card can give the required information at a glance.

The Boy Scouts have a questionnaire which covers these points quite fully and which might be very nicely adapted for use in a book department. Especially the section which asks the boy—Is he fond of stories of adventure, war, sea, Indians, school life, sports, chivalry, animals, humor, religious books, poetry, books of biography and history?

It is readily seen that such a card system will keep both parents and children in close touch with the book department, and that it is an invaluable list for letters, for telephone selling, for announcements of forthcoming books, for sending booklists, invitations to special programs and for sending the birthday card. This last is a gracious gesture that always pleases both the children and their parents. Parents have reported that their children have carried such a card around until it is worn out and that they have been requested to read it until they were in a similar condition. Sometimes the cards have arrived during a child's illness and have pleased him so much that he has noticeably brightened in consequence. Parents come to regard the source of such satisfactions with a certain affection.

A list of names may also be built up from the birth announcements, newspaper clippings, the society and the club pages, club letter heads and papers, contests, and from either purchased or rented lists from firms handling name lists.

If the names are not secured through contact with the children's book department a contact should be established as speedily as possible. The lists should be kept up to date with correct addresses, and dead wood should be eliminated.

If the children's book department is a corporate part of a general book department a letter similar to this sent out by the

J. K. Gill Co. to the sixteen year old members of the "Birthday List" confers a recognition of maturity and a reminder of a steady interest and at the same time eliminates a name no longer of particular significance to the children's book department the while it secures it for the general book department.

THE J. K. GILL COMPANY
FIFTH AND STARK STREETS
PORTLAND, OREGON

You have really outgrown The Boys and Girls Own Book Shop except in your pleasure in such books as one never outgrows, and, we hope, in a continued interest in this department, because it is an unusual institution and one that you, by your patronage, have helped to develop.

We hope you will always feel this interest and will continue to come upstairs and visit us whenever you can.

We are, because we feel we can serve you best by so doing, removing your name from the "Birthday File" and have transferred it to our adult list of names.

You will find a complete stock of new fiction, classic literature, belles lettres, travel, biography, drama and poetry, in the general Book Department, on the first floor, and the sales people are well-informed and will be glad to talk over your reading program with you.

Once more we want to express our appreciation of your interest and patronage, and the hope that you will always keep the same warm spot in your heart for us as we shall do for you.

The Boys and Girls Own Book Shop
THE J. K. GILL COMPANY

If the children's book department has a subsidiary department of general books a similar letter calling attention to this fact is appreciated.

A book-of-the-month service for children can be developed by means of the card index system. It is suggested to the busy parent that the habit of reading is built the more securely with a regular fresh supply of carefully chosen books and she or he is reminded how easy it is to let the demands of the moment side track the said choosing; it is then suggested that the children's book department perform this service for the parent, (or grandparent or adoring aunt, etc.), sending out every week, or two weeks or month, a book or books to such and such a child at an average cost of about such and such a sum. Families living in out-of-the-way places and broken families particularly appreciate this service. It

means, of course, careful selection and recording, but it also means a nice increase in business and a certain amount of word of mouth advertising since people always like to talk about any special service which they receive.

"Developing the Mail Order Business of the Bookstore" by Joseph Estabrook, published by the N. A. B. P., is an invaluable booklet to the children's bookseller who plans to develop a card index and a mailing list.

Book Lists and Catalogs

The publishers make up book lists and circulars which they will imprint and furnish in quantity free of charge to the bookseller who will use them. Needless to say it is not fair to the publisher to accept this service and then neglect to use the lists. These can be kept on the wrapping counter and enclosed with packages, or included with statements or letters.

Special lists for children of a certain age or interest are useful. These are generally conceded to be more valuable when they are limited as to the number of titles, for example, not more than five or six titles, and have concise annotations and vivid headings. Different colored papers add to the attractiveness of the lists and help in quickly distinguishing them.

The "Bookshelf for Boys and Girls" is one of the most valuable lists. It is inclusive, carefully prepared by specialists, and attractive in make up. It is not expensive, but it is too expensive to be handed out indiscriminately. Children and parents will appreciate it the more if, when it is given to them, their attention is drawn to certain titles of especial interest to them, and if it is suggested that they keep the list as a sort of literary guide.

If the bookseller marks the Bookshelf, "Especially marked for Junior Crichton, May 30th, 1929" and checks off certain books, "V," to get from library; "X," to buy; "O," already has read; "V," already owns: the Bookshelf is very much more apt to be frequently consulted and to find a place on Junior's bookshelves. It is a good plan to borrow a Bookshelf which has been used in this fashion by a customer and to use it in a window with ribbons run from the catalog to small cards set upon the book in question. The cards explain

the signals. Another card announces that the Bookshelves are free of charge upon request.

Distribution of "The Bookshelf for Boys

LISTS OF BOOKS

"The Bookshelf for Boys and Girls," a list of books selected by Clara W. Hunt, superintendent of the children's department of the Brooklyn Public Library, Ruth, G. Hopkins, librarian of the Polytechnic Country Day School, Brooklyn, Franklin K. Mathiews, Chief Scout Librarian of the Boy Scouts of America, and Evelyn O'Connor. 10 cents each. 100 copies, \$6.00. R. R. Bowker Co., 62 W. 45th St., New York.

"Gifts for Children's Book-Shelves," published by the American Library Association, 86 E. Randolph St., Chicago. 100 copies, \$2.25; 250 copies, \$4.25.

Children's Books for General Reading. Selected by Effie L. Power for the Children's Librarians Section of the A. L. A., Chicago, American Library Association, 1929. 10 cents each; 10 copies, \$1.00.

"Books to Grow On," published by the Buffalo Public Library, Buffalo, New York. 10 cents.

"International Friendship Through Children's Books," compiled by Clara W. Hunt of the Brooklyn Public Library, published by League of Nations Non-Partisan Association, 6 E. 39th St., New York. 5 cents.

The Rental Library for Boys and Girls

The rental library for boys and girls is still in the experimental stage. Many booksellers doubt the wisdom of entering a field where such zealous and fine service is already given the public by their public libraries free of charge. There is the question of the type of book to include or to emphasize; the problem of how far to go in renting the series; the consideration of probable loss through the irresponsibility of the children users; altogether there seem as many angles to the problem as there are possible locations for such libraries. On the other hand, many parents do not want to go to the public library for their children's books. It may be the library is out of the way and they are busy. They can pick up a child's book from a children's library located in a shopping center with a minimum expenditure of time and effort. Perhaps the most telling indictment against the plan in the opinion of most booksellers is that it is a move in the wrong direction. We need to build the habit of book buying and book ownership and anything or any plan which defeats this idea of book ownership and the habit of buying books, is thought to be, in the long run, a retrogressive move.

The Rental Library for Students of Childhood and Youth

There are splendid possibilities in developing a small rental library of books about

and Girls," or other lists at school, Parent-Teacher, club or other meetings helps to keep the idea of the value of reading before people throughout the year.

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child education and care. The Pre-School Council of the Parent-Teacher Association, the local educators, the leaders in young people's organizations, the leaders in church and study groups, in fact, all persons in the community who are interested in the welfare of children and youth, whether it be from a social standpoint, or from an anxious parental one, are possible users of this library. It is needless to point out how valuable to the children's book department is the contact with these persons. It is a service, which, if installed, should be constantly talked about and advertised. If the rental cost is kept at the lowest possible figure, at one or two cents a day, the service feature is more apt to be appreciated and talked about, and leaders in child welfare activities are more willing to mention the service in their talks and to urge the use of it.

Loaning Exhibits of Books

Mohammed, it is remembered, recognizing the inertia of the mountain, set an example for booksellers to follow. The children's book department supplies a real community need and the community should be made aware that this is so. If the community doesn't come in sufficient numbers to the children's book department, the department, must perforce go to the community.

Books seen outside of their usual setting

frequently arrest the attention of people who do not have the book department habit. Children's book exhibits loaned to State Fairs, to County Fairs, to Conventions, to Church Bazars, to Women's and to Men's clubs, and in fact to any gathering of people, very often awaken new interests in books resulting in increased sales and new contacts for the children's book department.

The larger exhibits must have an attendant to guard the books against theft and to talk over the necessities and the joys of children's reading with the persons who are attracted by the exhibit. The exhibit is worthy of the best possible arrangement and lighting. The attendant bookseller should either be the children's bookseller herself or her most competent assistant. While the smaller book department with a limited stock cannot afford to loan many book exhibits, at least big exhibits to the above mentioned gatherings, the small exhibit of children's books is feasible for both the large or the small children's book department. Special study groups, Parent-Teacher Associations, Music and Art Study groups, leader groups working with the various young people's organizations are all glad to have a small exhibit of children's books to give point to a program.

The exhibit is usually arranged for with the chairman of the program committee or with the speaker. It is the usual practice for the children's book department to pay for the transportation, though some book departments will not assume this cost.

Some responsible person should accept the responsibility of recipient. The usual practice is to refrain from any commercialization. Orders can be taken for books to be delivered from the children's book department, but it is considered unwise to sell books from the exhibit.

Posters should be prominently displayed about the exhibit and around the walls of the meeting place if this is possible. The signs should be simple and short and merely to the effect that the exhibit is loaned through the courtesy of the Boys and Girls Book Department of Blank's Store. There should be an ample quantity of book lists to give away.

An interchange of display can sometimes be affected with another merchant or another department in the department store. For instance, in a window which displays children's clothing a small exhibit of books on child care with a sign, Courtesy of The Boys and Girls Book Department, (Blank's Store), adds to the effectiveness of the display and brings home again the idea of books in relation to child happiness.

It is well to remember that not many requests for such exhibits come to the children's book department. If it is decided that it is a good practice to loan such exhibits and this policy meets with the approval of the house, the children's bookseller is wise to adopt an aggressive attitude and to offer to send an exhibit of children's books to whatever group or whatever place she deems promises an adequate response.

In the Bookmarket

GEORGE MEREDITH, back in the Victorian time, started this business of feminism by saying that woman's place was not in the kitchen, but in the parlor, fencing in conversation with Victorian gentlemen. The men have now found a champion in Arthur Stringer who believes that the time has come for the "New Man" to assert himself. "Cristina and I," *Bobbs-Merrill*, a series of Socratic dialogues, is dedicated to "The women who have disagreed with me, knowing they will continue to do so." *

George Young, British diplomat and member of the Advisory Committee on Foreign Affairs to the Labor Party of Britain, has been awarded The Yale Review Award of \$2,000 for his article on national and international affairs, "The Near East Goes West." *

Simon and Schuster have offered something new in the way of murder story advertising technique. On the jacket of "The Murder in the Gilded Cage," by Samuel Spewack, published on October 3rd, is an announcement to the effect

that "The Inner Sanctum Keyed Mysteries" (of which this is the first) are constructed to give the reader a break. Inserted between two pages of the book you will find a peculiarly shaped book mark. Within ten pages from that point lies concealed a clue leading to the solution of 'The Murder in the Gilded Cage.' " * * *

Farrar and Rinehart have issued a new edition of Burton's "Anatomy of Melancholy" in one volume, printed from the same plates used in the two volume edition of G. H. Doran Company several years ago. The book is to be published October 7th, at \$5.00. This is the only all English text available at a popular price. * * *

Now we have "The Play of the Month" Club which will select one play a month for a group of subscribers who will get a couple of tickets each month at boxoffice prices. The choice will be made from among successful plays, and the usual two or three dollars will not be added to the price, as almost always is the case with a hit. * * *

To Quincy, on buses and street-cars, in motors, went hundreds of playgoers from all sections of greater Boston. To Quincy and to the opening of "Strange Interlude" they went on Monday, September 30th. Mayor Thomas McGrath of Quincy with twenty-six play-going jurors was in attendance. Said the mayor, "It is worth a hundred sermons." The next day came another statement to the effect that the jury was well-disposed toward the play, particularly the ministerial side of that august body. It would seem that O'Neill has found a resting place in Bostonvicinity. * * *

Walter Pach, author of "Ananias or the False Artist" is finishing his translation of the new and final volume of Elie Faure's "History of Art" which *Harpers* will publish during the coming year. The book will have about two hundred illustrations. * * *

Virginia Woolf, the only woman who has made the esoteric in literature a popular exercise, has decided that women, having an ignominious past, have their lives before them, provided they can find first two keys to freedom—fixed incomes and rooms of their own. "A Room of One's Own," *Harcourt, Brace.* * * *

John Cowper Powys will open the series

of author's lecturers at the Hotel Barbizon, in New York, held by the Doubleday, Doran Bookshop in that building. Mr. Powys will speak on Marcel Proust, on the evening of October 17th at 8:30 o'clock. Admission to the lectures is free. * * *

Joseph Auslander's poem "Cathedrals of the Heart," has been awarded the first prize of \$150.00 for the best poem about cathedrals in the 15th International Poetry Contest held under the auspices of the Poetry Review. * * *

Robespierre, of French Revolution fame, appears in "The Whirlwind," by William Stearns Davis, *Macmillan*, as a nervous but courageous little dandy defending the rights of the brow-beaten peasant. Also appearing, in due and logical course throughout the book, are his Majesty Louis XVI, the unfortunate queen, who continues to be unfortunate, Danton, St. Just, and Mirabeau. * * *

"Rosina Mont," the little jazz dancer who is the heroine of Vera Caspary's "Ladies and Gents," *Century*, has so far been identified with Gilda Grey, Ann Pennington, Marilyn Miller, and perhaps Lon Chaney, (though we aren't sure about this last.) All these, says the author, are cold guesses because the character is purely imaginary. However, it would all seem to indicate that despite the specialization of this our modern age, types flourish undismayed. * * *

To a special corner in the Hall of Fame we nominate Elizabeth MacKinstry, because: her illustrated "Peer Gynt," *Doubleday, Doran*, is a successful representation of Peer's spiritual odyssey; because the original of the troll king, from this same volume, has been bought by a prominent art dealer for half the total price received for the entire book; because her color originality is so startling that ink manufacturers gasped, objected, argued, and finally rushed off to make a new green to match Miss MacKinstry's own, to be named after the artist.

"The Gyntian Self!"



from "Peer Gynt."

THE Publishers' Weekly

The American Book TRADE JOURNAL

Founded by F. Leypoldt

EDITORS

R. R. BOWKER . F. G. MELCHER

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I HOLD every man a debtor to his profession; from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

After Ten Years

IF the signs in the sky do not mislead us, November is to see the busiest Book Week that the trade has had since ten years ago when the idea was first adopted. At the headquarters of Book Week, in the Publishers' Association office, requests for help and information are coming in at a rate that has never been equalled. An average morning's mail brings in over 600 letters from teachers, librarians and booksellers asking for material and suggestions, and this, seven weeks before the date.

Several things are working towards an increase in interest. For several years Book Week has been the second week of November; it has been decided to change to the third week in November, which places it the week before Thanksgiving. This, in the opinion of retailers, is a more advantageous date. The general Christmas buying has not come in full force, but all the stocks are in the store and the store is looking its best, and the new assistants have had a little time to look around and get familiar with what is being done. The change also avoids conflict with American Education Week, which was started a few years ago and which finally settled upon the second week of November. As the schools are numerically the largest supporters of Book Week, to avoid this conflict is important.

There can be no doubt that the bookseller will have the advantage of an unusually varied collection of new books. The increasing competition in the field has brought to the front titles of great variety and of unusual beauty.

The *Publishers' Weekly* has been endeavoring to do its part in bringing to the trade information about the books and about the selling methods, and its special issues in August and September have been widely commented on. The final Children's Book Issue of the year will be on October 26th, and important articles are in preparation. In the meantime, the fine series of articles on practical management of a children's book department by Mable Arundel Harris is a weekly feature of the *Publishers' Weekly*. This week she points out the part that imprint catalogs can play in book promotion by turning trends of public interest into practical sales. She suggests careful and personal use of the book catalogs, so that parents and the purchasers of books will realize the full value of the lists that are being provided.

Book Day in Europe

THE dedication of a so-called "Book Day" found its origin in Spain where the date of the death of Cervantes was chosen for this purpose. In Germany "The Day of the Book" was celebrated on the date of Goethe's death. It has now been learned that the Scandinavian countries have also decided upon a Book Day. In Denmark and in Norway the 3rd of December has been chosen, that being the birthday of the poet, Holberg. In Sweden the day will be celebrated on two days—the second and 13th of November, these being the birthday and the day of death of Esaias Tegenér.

In Soviet Russia where jubilees of any sort always have a marked "governmental" flavor, the annual Moscow Book Fair opened on the Tenth Anniversary of the Government Publishing House, in the latter part of May. 200,000 people attended the opening, visiting the gaily decorated kiosks which stretched down the Tverskaya Boulevard, between the Pushkin and the Timiriazev monuments. Forty-two publishing houses were represented at the fair. Special Days added a note of

variety to the occasion. One day was assigned to actors and actresses who took part in outdoor performances, and had charge of various booths. "Children's Book Week" was another feature, with children's books displayed everywhere. Similar fairs were held in other parts of the Soviet Republic.

During Italy's "Festival of the Book," which lasts a week, a discount of 10 per cent is to be given on all books bought at this time. Prizes are offered for the best displays. Bookstores make special efforts in display and publicity, and the entire book business cooperates to stimulate trade and especially to emphasize the distribution and sale of the popular priced series of the national classics.

The Public Be Pleased

A RETAILER may find quite a little food for thought in the suggestion made by a theatregoer recently, that one reason for the difficulties of the legitimate theater was their lack of courtesy to customers. Comparison between the ticket selling habits of the legitimate theaters and those of the moving picture houses brings out this point clearly. Did anyone ever feel welcome at the window of a playhouse? You are made to feel apologetic for being there and apologetic for the small amount of \$6.60 which you are spending. At the moving picture house you seem to be welcomed almost from the sidewalk, though it may be just a glorification of the old circus barker. We have a feeling that retailers might well examine their own technique and study whether the casual customer feels as though he is really welcome.

Danish Libraries Make Agreement With Trade

AN agreement has been reached in the Danish booktrade according to a cable to the *New York Times* which, it is reported, gives satisfaction to Danish authors as well as to publishers and booksellers. This is the agreement on the part of the public librarians not to put new books into circulation until four months after the date of publication. This would have the effect of increasing the actual sale of books to those who like to



Poster by Robert C. Gallert for
Book Week, Nov. 17-23

get their books promptly; thus increasing the royalty receipts of the authors as well as the amount of business done in the booktrade. Denmark is a very active book market and has a large circulation of books per capita. The population, however, is small, and this cable suggests that it has been found that if everyone borrows his books the total amount of sale is so small as to make publication enterprises hazardous and authors' royalties small.

Such a plan would not be necessary in America, because, with its population of 125,000,000 there is demand enough for books bought as well as books borrowed. The author gets in most cases a satisfactory immediate royalty, and the libraries do much to keep the book active over a period of years. A library book probably circulated fifty times, supplies less than one cent royalty to the author instead of 25c and 37½c royalty which he would receive from each purchased book. But the author has to look on the total results

rather than on individual results, and the system of book sales plus rental libraries plus public libraries undoubtedly is best for his pocketbook in the long run.

Eddy Book Boycotted

THE by-law of the Christian Science Church which says that "A member of this Church shall not patronize a book publishing house or bookstore that has for sale obnoxious books" is reported being invoked to bring pressure on Charles Scribner's Sons and on booksellers throughout the country to cease the distribution of Edwin Franden Dakin's book on Mrs. Eddy.

The book was announced for publication last May and distributed to booksellers last month. Opinions of the book in the reviewing mediums have been almost uniformly favorable, and many booksellers wrote to the publishers congratulating them on having an important biography. The head of one large book department wrote, "The book is the finest biography of this and many seasons. A vivid, unique and colorful person emerges from Mr. Dakin's pages, a powerful recreation of a remarkable personality."

The officials and publishing committees of the Christian Science Church, however, have been unanimous in classing it as an "obnoxious" book, and, through the various local councils, bookstores throughout the country are being put under pressure to take the book from display and from sale. One manager of a large department store has written to Scribner's, "The local chairman of the Christian Science Committee on Publication has just left, and apparently every effort is going to be made to suppress 'Mrs. Eddy,' up to and including intimidation." Scribner's own retail store has been visited by a procession of protestants, many threatening to take away charge accounts or suggesting that they might influence state book awards. Scribner's continue to publish the book, however.

The stream of letters from retailers had grown so large that Scribner's issued a 4-page trade letter stating their position on the matter. They take the ground that the manuscript was only accepted when they had been satisfied with the thoroughness of the author's research, and the disinterestedness of his viewpoint. They analysed the

manuscript and found that he had been careful with his material and that every point was well documented. They did realize that it might create some opposition as would any new biographical study of a strong personality, but they felt that "if the author was disposed to remove Mrs. Eddy from one pedestal he was equally disposed to set her up on another one." When the book was announced, a Church official visited Mr. Scribner and asked that the manuscript be submitted to the Church for comment. The reply was that this indicated a misunderstanding of a publisher's trade. "A publisher is not a partisan. He may often issue a book opposed to his own beliefs and opinion if he feels that the author's knowledge of the subject entitles him to a hearing, and, by adhering to a standard of detachment, he helps uphold the invaluable right of free speech which has been a national principle in this country."

The publishers also point out that they have not pushed the book by sensational methods. The advertising carried no comments on the point of view of the book. No pre-releases were sent out, and reviewers have had to judge the book by the complete volume. The publisher's reply closes by saying, "It seems to us that it would be extremely dangerous to the interest of intellectual freedom if publishers should refrain from publishing or booksellers from bringing forward such books as this either because they fear the hostility of a particular sect or because they wish to show deference to the nobility and sincerity of its beliefs. We reaffirm our belief in the essential integrity of the book. Impartial critical opinion strengthens that conviction each day. We intend to support it unfalteringly and to advertise it vigorously."

This brings to the memory of the book-trade a similar situation when the biography of Mrs. Eddy by Georgine Milmine was published by Doubleday, Page, and when in 1909, the book was bought up and, it is believed, the plates destroyed. A life of Mrs. Eddy by one of her secretaries Adam Dickey was also withdrawn. The biography by Mrs. Sylvia Wilbur O'Brien is the authorized life and was written in the last years at Concord with the cooperation of Mrs. Eddy's staff. This is published by the Christian Science Publishing Co.

Profit Sharing on Successful Biography

WE believe that the bookseller who contributes to building up an unusual sale of one of our books should participate in some special way in the profits that accrue," said Stanley Rinehart of Farrar and Rinehart in comment of the firm's September 28th trade letter which has aroused so much comment among retailers. "And the offer of one bonus copy for every ten sold of 'The Incredible Marquis' holds for every dealer in the country and is not restricted to large accounts."

"The principle behind the proposal," he went on to explain, "is based on the well-known fact that the publisher finds his greatest hazards in non-fiction because of the costs involved in plates, illustrating and producing the book, but, if a volume really takes hold, it supplies his biggest chance to make profits. Reviews and reorders have proved that we have in Herbert Gorman's book about Alexander Dumas a book of great possibilities and we are proceeding in this belief."

The details of the offer are, that for every 10 copies sold, the bookseller gets an extra copy, the sale of which supplies him with a 10% extra profit. The bookseller counts the number of copies he has sold to date, either by direct purchase from the publisher or through the wholesaler, and then asks for the Extra Profit Certificates. These are sent to him in a numbered pad of 100. Every time he sells a copy of the book he puts down the date, and, when ten of these have been accumulated, he sends them to Farrar & Rinehart and an extra copy of the book is sent to him postpaid. All sales since the date of publication are included in this offer. The plan holds until December 31st, but must be accepted by the bookseller by October 14th.

The plan seems similar to one that was successfully used by Simon & Schuster, when they found out that "The Story of Philosophy" was catching public attention. It offers almost the same advantage to booksellers as would the proposal considered recently by a group of publishers of giving the bookseller 10% discount for a certain length of time on books that had been accepted by the clubs.

Ten Rules for a Good Detective Story

IN his introduction to the "Best English Detective Stories" just published by Liveright, Father Ronald Knox says: "The detective story is a game between two players, the author of the one part and the reader of the other part. The reader has scored if, say, half way through the book he has laid his hand on the right person as the criminal, or has inferred the exact method by which the crime was perpetrated, in defiance of the author's mystifications. The author, on his side, counts the victory if he succeeds in keeping the reader in a state of suspended judgment over the criminal, or complete mystification over the method, right up to the last chapter, and yet can show the reader how he ought to have solved the mystery with the light given him. As with the acrostic, as with the crossword competition, honorable victory can be achieved only if the clues were 'fair.'

I laid down long ago certain main rules, which I reproduce here;

1. The criminal must be someone mentioned in the early part of the story, but must not be anyone whose thoughts the reader has been allowed to follow.
2. All supernatural or preternatural agencies are ruled out as a matter of course.
3. Not more than one secret room or passage is allowable.
4. No hitherto undiscovered poisons may be used, nor any appliance which will need a long scientific explanation at the end.
5. No Chinaman must figure in the story.
6. No accident must ever help the detective, nor must he ever have an unaccountable intuition which proves to be right.
7. The detective must not himself commit the crime.
8. The detective must not light on any clues which are not instantly produced for the inspection of the reader.
9. The stupid friend of the detective, the Watson, must not conceal any thoughts which pass through his mind; his intelligence must be slightly, but very slightly, below that of the average reader.
10. Twin brothers, and doubles, generally, must not appear unless we have been duly prepared for them.

The New Book of Common Prayer

THE new Book of Common Prayer will be published and ready for distribution early in October. The commission has been at work for fifteen years on the new text which is the first revision since 1892. Great care has been taken to retain the beauty of language which has made the book rank as the greatest liturgy in the English language if not in any tongue. Oxford, Nelson and Pott are the three houses who have been authorized by the Church to publish the work, and it will appear in various editions from finely bound gift books to the standard pew copies. Its appeal is second to that of the Bible, reaching at least one and one-half million people immediately. Since this revision is so extensive and will be used in the Church, it will be a large item for the bookseller who supplies the congregation of his community.

The text of the book dates from 1549 when it was issued for the Church of England. It, of course, came to America with the colonists who, after the revolution, found themselves cut off from the mother church and effected changes necessary for the new situation, leaving the rest of the text intact. These changes were made in 1790, and it was published in New York under the title "The Book of Common Prayer and Administration of the Sacraments and Other Rites and Ceremonies of the Church, according to the Use of the Protestant Episcopal Church in the United States of America." This text was used until 1892 when it was again revised, this text being used until the present. In 1913 changes were seen to be necessary and work was begun which occupied thirteen years until its completion last October when it was adopted at the General Convention of the Church. The changes have been only those necessary to make it more useful in filling the needs of the day, and it is still as nearly as possible what it was when Richard Grafton issued the first copy at London in March 1549.

The first revision comes in the Morning and Evening Prayer in permission to leave the choice of the psalms open to the minis-

ter. There is a shorter Canticle instead of the Te Deum, and a wider choice of prayers after the Creed. The Litany has been simplified and a prayer for air travelers introduced. Among the new prayers introduced are those for a State Legislature, Courts of Justice and Social Justice. In the Holy Communion Office the Lord's Prayer follows immediately upon the Prayer of Consecration and the Prayer of Humble Access immediately precedes the Communion. The phrase, "Grant them continual growth in Thy love and Service," has been added to the Prayer for the Church. Throughout the work archaic phrases have been changed to modern English. This is noted in the Baptismal Service which has also been enriched by an additional Gospel, special questions to the sponsors defining their duties, the Surcum Corda before the consecration of the water, and a new benediction taken from the New Testament, and the three services of the old Prayer Book have been combined into one. In the Catechism the language has been so changed that it is hoped that it will be quite clear even to children.

One of the most interesting and discussed changes is in the marriage service which now makes the vow exactly the same for man and woman. The word "obey" has been omitted and the phrase, "with all my worldly goods I thee endow," is no longer used as the man presents the ring.

The Visitation of the Sick is practically a new service, and in the Communion of the Sick provision has been made for those not desperately ill. The Psalter has been entirely revised, the old version which dates from the sixteenth century being retained, but errors in translation have been corrected and opportunity has been made to omit imprecatory verses in the psalms. The Family Prayer has been placed as the last service in the book for convenience and a shorter morning and evening Service has been provided. Special title-pages are included showing clearly its derivation from the four Medieval Service Books.

The beauty and value of this book has brought it into high regard beyond the

bounds of the creed for which it was written, and the present changes greatly enhance its usefulness in modern life. When the English Prayer Book was being debated in the House of Commons it was given wide press notice in America. While there is only an historical connection between the English and American churches there is a natural interest in each country in the revisions made in the Prayer Book in the other. Even at the time when creed dogmatism was binding, John Wes-

ley, in the preface of his Sunday Service book for American Societies dated September 9, 1784, writes to this effect:

"I believe there is no liturgy in the world either in ancient or modern language which breathes more of a solid, scriptural, national piety than the Common Prayer of the Church of England. And though the main of it was compiled more than two hundred years ago, yet is the language of it not only pure, but strong and elegant in the highest degree."

Chicago Book News

Milton Fairman

of the Chicago Evening Post

A HIGH price for a new book was the \$100 which was recently handed over for a copy of "Sinister Shadows," by Edwin M. Hadley. The price was for the first copy to be sold. It was auctioned off at a luncheon of the Advertising Post of the American Legion by Col. Hadley, who was a guest at the meeting. The book which has to do with the "Red Menace" and bolsheviks was later displayed at Field's book department. All proceeds of the sale of the book will be devoted to aiding ex-service men in government hospitals.

R. DONNELEY & SONS' company, which has always been proud of its press work in colors, has put out a pamphlet celebrating the concern's achievement in publishing the 14th edition of the Encyclopedia Americana. The pamphlet, from the Donnelley plant, the Lakeside Press, shows some of the best plates from the new edition.

CHICAGO dealers have been stocking "Yolanda of Cyprus," an epic poem by Cale Young Rice of Evansville, Ind., and the libretto of a new American opera which is to have its world premiere Oct. 9 in Chicago. Arrangements for special displays of the book have been made with Marshall

Field's section, Kroch's, and Brentano's Chicago store.

OUR neighbor, the River Book Shop, which for the last year has been thriving in the Builders' building at La Salle and Wacker drive, has changed hands. The founders, Paula and Valeska de Molchin, have sold the shop and its equipment to Jennie and Florence Harrawalt.

JUDGE MARCUS KAVANAGH of the Superior court is the author of a novel work from the presses of Reilly & Lee. "You Be the Judge" is the title of the collection of short human interest yarns, each of which remains unsolved with the admonition for the reader "You be the judge!" The material for the book was gathered by the jurist during his long tenure on the Illinois bench.

L EASE for space for a new store in the Chicago Daily News building has been taken by the Post Office News Company. The new shop, located on busy Madison Street near Canal Street, will be the fifth store operated by the concern in Chicago. The others are at 37 West Monroe Street, 63 West Randolph Street, 72 West Van Buren Street, and 105 South Dearborn Street.

In and Out of the Corner Office

WE accepted for fact the recent news note in the press that Lawrence of Arabia, alias "Private Shaw," had donned native costume, grown a beard, and disappeared into the desert. The mail brings us, however, word from Bruce Rogers that he had shown this paragraph in the *Publishers' Weekly* to Lawrence, still in London, "who was much amused and repudiated the beard." *

With friends waving hopefully on the dock the good ship "Star of Bengal" set sail from "The last seacoast of Bohemia" on Wednesday evening September 25th. Christopher Morley who sponsors the voyage made a first night speech, Joan Lowell played the ship's daughter with great fervor and responded to many final curtain calls. Her husband, author of the play, refused to appear. The evening was not without its booktrade atmosphere. Both Ess and Ess were there, publishers of "Cradle of the Deep," Harry Scherman of the Book-of-the-Month Club, Joe Estabrook on from Pittsburgh, Wallis Howe scouting for the *Atlantic Bookshelf*, Murkland of Sears and Fraser of Winston, Rimington of Doubleday and others of the book world. *

A Spanish picture postal comes in the mail from Ellery Walters, the indomitable traveler on one leg. He says that he has had interviews with the King of Spain and with the Premier and is gathering a wealth of new material for his new book and lectures. *

We hope that Premier Macdonald's boat isn't delayed, for the bookshops are all set to welcome him with window displays of Tiltman's life whose publication by Stokes has been timed to the day the boat docks, October 4th. Mr. Macdonald is an author of books himself and ought to appreciate the delicate attention. *

Madge Jenison, co-founder with Mrs. Clarke, of the famous Sunwise Turn Bookshop, now part of the Doubleday group, has sailed for a vacation in England after finishing her novel, "An Invitation to Dance." We hope that she may find some time to do bookshop visiting. *

We met Carol Wilford the other day with the latest book of McBride's juvenile department under her arm, a favorite book apparently, Joseph Gaer's "How the Great Religions Began." We do not remember any book on that fascinating subject since James Freeman Clarke's "Ten Great Religions," which was a half century back. *

William S. Hall, who manages the book publishing department of William Edwin Rudge of Mt. Vernon, came into business with the point of view of the collector, not a bad training for one who handles output such as that of the Rudge press. Two of Mr. Hall's personal collections along special lines attracted attention when he put them up at auction a short time ago. One of the recent interesting books from the Rudge press was "The Spy" in three small 12mo volumes of very attractive typographical layout, enlivened with illustrations in color by William Cotton. The book contains Cooper's original preface which was withdrawn by him later. *

When Frances Phillips of William Morrow went to England last spring, she was offered candy or flowers, and chose a book. She demurely asked for just an edition of Shakespeare's songs. The faithful friend dashed from bookshop to bookshop, looking wistfully at shop windows full of daffodils and caramels, but no book of Shakespeare's songs could be found—because no collection of Shakespeare songs had ever been published. In England Miss Phillips searched bookshops in vain. At luncheon with Mr. and Mrs. Hugh Dent, she asked them whether they'd ever seen a collection of the songs. And so a publishing idea! The collection has been made, and includes all the scraps of songs, the couplets, the songs attributed to Shakespeare, and songs indicated in the old Folios. Tucker Brooke has edited the volume and Walter de la Mare has written the introduction. The de luxe edition will appear on November 14th and the pocket edition on November 21st. And Hugh Dent will import an edition for England. *

Auction Houses Combine

*The American Art Association, Inc., and Anderson Galleries, Inc.,
To Be Conducted Under One Management and One Roof*

THE official announcement was given to the press for publication on September 30, that the American Art Association, Inc., and the Anderson Galleries, Inc., had been merged under the name of American Art Association, Anderson Galleries, Inc., insuring the perpetuation of the names of the two famous auction houses, which will be generally approved.

The building at Park Avenue and 59th Street, occupied by the Anderson Galleries since 1917, will be vacated, and exhibitions and sales will be held at the present American Art Association building, Madison Avenue and 57th Street, which has facilities for exhibitions and sales unequalled by any other auction house in the world. The galleries of the American Art Association, Inc., occupying an entire block, have undergone extensive alterations during the summer in order to provide adequate facilities for the merging of the two companies. Additional exhibition galleries and a special auditorium where book and etching sales will be held are two of the improvements. If need be, an art sale in the large auditorium and a book sale in the new auditorium may be held at the same time.

The two famous auction houses, now under one management and one roof, are owned by Cortlandt F. Bishop. The American Art Association was acquired in June, 1923, and the Anderson Galleries in October, 1927. Most of the great art sales in America have been held by the former, and the latter has been equally famous for its great sales of literary property. The total sum realized by the sales of both galleries to date amounts to over \$130,000,000.

The Anderson Galleries, Inc., was formed by the union of two houses, that of John Anderson, Jr., and Bangs & Co. Bangs & Co., was started in 1829 by Lemuel Bangs, publishers and booksellers;

later the business was conducted under the name of Bangs, Richards & Platt; in 1849 the firm was changed to Bangs, Platt & Co., in 1858 to Bangs, Merwin & Co., and in 1876 it became Bangs & Co., and continued to do business for nearly a quarter of a century. February 6, 1900, John Anderson Jr., one of the ablest, most far-sighted, enterprising and trustworthy men ever connected with book sales in this country started in the auction business in a modest way. His general business policy attracted buyers and consignments. In March, 1903, he purchased the old business of Bangs & Co., and reorganized under the name of the Anderson Auction Company. Several years later, a period of extraordinary success, Mr. Anderson's health failing, he retired from the active management of the company. Eight years after the reorganization of this company it sold the library of Robert Hoe, the most valuable collection ever sold at auction at the time and a record which it held more than a decade, bringing nearly \$2,000,000. The Anderson Galleries, Inc., were organized in 1915, and for more than a decade have been under the management of Mitchell Kennerley. Mr. Kennerley's direction of the company was during a period when there was a constantly rising market and will be remarkable in bibliographical history for successful sales. The closing year of his management will be famous for the Jerome Kern sale which brought a total of \$1,729,462.50, with literally hundreds of astonishingly high new records. The effect of this sale was promptly felt both in New York and London by a general marking up of literary rarities and has practically inaugurated a new era in the rare booktrade.

The American Art Association was organized in 1883 by James F. Sutton and Thomas E. Kirby, and has had a larger volume of art sales to its credit, and its influence on art in this country has been

incomparably greater than any other similar organization. It remained at 23rd Street and Fifth Avenue until 1922, when it removed to its present galleries at 57th Street, which had been especially designed and built for it. Its chief interest originally was in the sale of paintings, art objects, antiques, curios, prints, and only incidentally in book sales. Its first important book sale was that of the library of A. T. Stewart, the great dry goods merchant, in 1887. In 1913 it started a book and print department under the management of Arthur Swann, formerly, connected with the Anderson Auction Company, and in his fifteen years' service he built up a large and profitable business. The competition of this department had much to do in bringing the Anderson Galleries into the art field, and for a decade or more, competition between these two houses was very keen. For a while both were very busy with large and successful sales, but competition became tiresome. Mr. Bishop soon saw that conditions were not just right and apparently was willing to pay a good price for the Anderson Galleries, and Mr. Kennerley was quite willing to sell. It is probable that both parties made a good bargain in the transaction.

From the entry of John Anderson, Jr., into the auction field in 1900, the service in the sale of literary property has been remarkable for efficiency. The buyer and consignor have both been regarded as important factors in the success of the business and the maintenance of book markets. There has been a sustained struggle to maintain the confidence of collectors and attract consignments and please consignors. As a result many have both bought and sold in the auction market. Collectors have built up large collections from auction purchases and in time have sent them back to be dispersed under the hammer.

The rare book world has been deeply interested in the maintenance of the American auction system. The auction room has become the recognized clearing house of literary property, and all parties are concerned to keep it above suspicion. As the business has become more highly organized it has been conducted on a higher and higher plane. Any house resorting to manifestly unfair or questionable methods

would not last longer than one season. The demand is for real auctions, conducted absolutely fair and square in all respects, and in the American Art Association, Anderson Galleries, Inc., we shall undoubtedly see a continuation of the best traditions of both houses.

The combination of the American Art Association Inc., and the Anderson Galleries, Inc., is quite likely to encourage other auction houses to try out book auction departments. From a letter just received we learn that the Plaza Auction Rooms, 5 East 59th Street, which has conducted sales in paintings, objects of art, fine furniture, etc., is to open a book auction department under the management of Kennard McClees, who was formerly with the American Art Association when the book and print department was under the direction of Mr. Swann. Its first book sale will take place in November. There are rumors of other similar experiments.

The improvised auction house, lacking in facilities and experience, has generally been a losing experiment with the consignor and an unsatisfactory experience to the buyer. Consignors and purchasers are generally averse to the inexperienced concern. This is not saying, however, that there are not experienced men who can command the resources and conduct book sales with efficiency and success. Book auctions in this country are controlled by public sentiment to an extent not known elsewhere. It may very well be that there is room for more than one auction house, but, in order to win, the game must be played according to the best American methods.

News of the Book Clubs

THE Book League of America, whose plan of sale includes the offer of one paper bound book and one cloth bound classic for \$18, has now added a children's book service which it terms as "A comprehensive reading program of new books and standard books for children."

Paper Books has announced that its first mailing to subscribers is one of 35,000 copies. A list price of 75 c. has been fixed for any copies sold separately. "The Golden Wind" by Takashi Ohta and Margaret Sperry was the book selected to begin this series.

Harvard Professor Assails Tariff

IN a statement in the September 28 *New York Times*, Zachariah Chafee Jr., Professor of Law at Harvard University, points out the way in which the new tariff places the power of censorship in the hands of the customs officials without review before the United States District judges, thereby adding these officers to the board of censors who pass on the literature which may be imported for use in these United States, for now theirs is the power to judge whether or not printed matter falls under "any book, pamphlet, paper, writing, advertisement, circular, print, picture or drawing containing any matter advocating or urging treason, insurrection, or forcible resistance to any law of the United States, or containing any threat to take the life of, or inflict bodily harm upon the President of the United States."

He goes ahead to say, "This clause creates an effective censorship over foreign literature. It may be asked, Why should anyone honestly want to possess a book which urges revolution, or even the violation of the law? Why should we allow such books to come into the country or be put on sale? It must be remembered that a book falls under the forfeiture provision if only a part of it is revolutionary. There are many foreign books and pamphlets which for the most part contain elaborate discussions of social and economic questions which it is very desirable to read. Here and there the writer is so impressed with the hopelessness of legal change in the present system that he advocates resort to force if nothing else serves. That alone will render importation of the whole book impossible. Many of the classics of modern economics will be put on the new index expiatorious."

Ernst Toller is Admitted

WHEN Ernst Toller, one of Germany's foremost men of letters, attempted to land from the liner, *Reliance*, September 26, he was surprised to learn that there was some doubt as to whether or not he was a desirable visitor to the United States. After due deliberation it was decided that he would be admitted for a three months' stay in which he will lec-

ture on the 'new Germany and gather material for his new book dealing with the machine age. Toller is known as a radical, and was imprisoned following the Munich uprising ten years ago. During his examination at the port he stated that he is a Socialist and never has been a Communist, and that he has no intention of lecturing on American Government as he knows nothing of American politics. His detention at Ellis Island provoked caustic comment from the press in Berlin, especially since his visa was readily obtained from the American Consulate there.

Toller's works have been translated into more than a dozen languages in Europe and is probably best known in America from the production, some years ago, of his play, "Man and the Masses" by the Theater Guild. It was reported that he came to America at the invitation of the Guild, and his attorney says that he has been in communication with the organization in regard to the production of another of his plays.

Today in New York

WHAT is said to be the only daily book page in the world is a feature of the new metropolitan sheet, *Today in New York*. The paper is just over tabloid size, and written for visitors to the city. Forty-five of the larger hotels are using it as the good-morning-paper for their guests, and the circulation has already mounted to 35,000.

Tom Davin, former publicity director at Macaulay, conducts the book page in a tone different from that of the ordinary newspaper literary column, in that books and booktrade activities are treated as news rather than from the critical angle. Books are reviewed only on the date of publication, and the reviews are informative rather than analytical, but it can be seen in a moment that if Davin likes a book, he inserts a bit of sales talk after the manner of advertising copy.

Another rather unique feature of the book page of the paper is that it stresses bookstore news. Sales, displays and any stunt which the bookseller is using is news for this page along with the books. There is also a guide to the current magazine articles.

A Brief Story of Printing

IN an 8-page brochure, Edward F. Stevens, director of the Pratt School of Library Science and authority on matters of fine printing, has prepared "An Outline of the History of Printing" which gives in very brief form the landmarks of the story from 255 B. C., when China began to make impressions of seals upon clay down to the twentieth century designers. Such stepping stones should be familiar to every lover of good printing, and the list would form a good outline for lectures on the subject. Copies can be obtained for 10 c. from the School in Brooklyn.

Retail Trade in August, 1929

DEPARTMENT store sales for August were 5 per cent larger than in the corresponding month a year ago, according to reports to the Federal reserve system by 523 stores in 229 cities. For the first 8 months of 1929 sales were 3 per cent larger than for the same period last year.

Changes in sales and stocks of reporting department stores are summarized by districts in the following table:

DEPARTMENT STORES:
DATA BY DISTRICTS—SALES, STOCKS
(Based on value figures)

Federal reserve district	Percentage increase or decrease (—): 1929 compared with same period or date in 1928	Sales Aug.(1) Jan.-Aug.
United States (2)	4.7 2.9	
Boston	5.6 1.5	
New York	4.0 4.6	
Philadelphia	2.3 —1.1	
Cleveland	8.8 3.6	
Richmond	4.1 2.8	
Atlanta	—0.3 —1.8	
Chicago	3.7 3.5	
St. Louis	4.4 1.5	
Minneapolis	—4.0 —2.0	
Kansas City	2.3 3.4	
Dallas	4.1 0.8	
San Francisco	2.0 2.7	

(1) The month had the same number of business days (27) this year and last year.

(2) Based on statistics of sales from 523 stores.

Kentucky Calm Again

THE textbook rumpus in Kentucky, as reported in the *Publishers' Weekly* of September 28, quieted rather abruptly when an instructed verdict of not guilty was returned in the first trial resulting from the indictments issued against Governor Sampson, the seven members of his textbook commission, and some twenty-five publishers who had submitted sample books in accordance with requirements of the Kentucky law.

The substance of the charge was that the governor and his commission had illegally received textbooks from the publishers who, it was also charged, had illegally pressed the volumes upon the gentlemen in question. After the short session in which five State's witnesses had been heard, the judge instructed the jury in a manner that made their task a simple one indeed: "I am not inclined to think the Commonwealth proved a crime on the part of Governor Sampson. Those publishing companies sent the textbooks as samples, and they were not accepted as gifts. The resolution required that such samples be sent. It is a waste of time to go further into this case. I direct the jury to return a 'not guilty' verdict."

Private Boards

THE recent survey completed by the United States Bureau of Education shows that there are fifteen private boards distributing funds for public education. The Rockefeller boards alone have spent more than \$42,000,000 in the past two years, and the total spent by the group has been almost twice that amount. The organizations listed are The General Education Board (Rockefeller), The Rockefeller Foundation, The John F. Slater Fund, The Jeanes Fund, The Phelps Stokes Fund, The American Field Service Fellowships for French Universities, The Commission for Relief in Belgium, The Education Foundation, Inc., The Foundation Universitaire, The Kahn Foundation for the Foreign Travel of American Teachers, The Commonwealth Fund, The Julius Rosenwald Fund, Inc., and the Payne Fund.

These organizations are laying special attention to the unusual needs that the pub-

lic school systems cannot reach and interest themselves in higher education which is responsible for a great part of our advance in knowledge. They go about this business quietly and avoid publicity so thoroughly that few realize the importance of the work they do. Without them a great part of the most important educational activity in United States could not proceed.

Religious Book Club Announcement

THE Religious Book Club in sending out its current announcement states that Dr. Howard Chandler Robbins has accepted a position on the Editorial Committee of the Club in place of Rev. Charles H. Brent, deceased. The Club is endeavoring to increase subscriptions by asking members to recommend it to friends and offering one book priced at not more than \$3 to anyone who enrolls one new member, a six months' subscription to anyone who finds five members, and a year's subscription to anyone who enrolls ten members.

Communication

ELLIOT HOLT: PUBLISHER
25 WEST 45TH STREET, NEW YORK

September 27, 1929

Editor, *Publishers' Weekly*:

I have decided, certainly for the time being, to give up publishing. Other activities have presented themselves which make it impossible for me, in this quick changing age, not to recognize their potentialities. Leaving the book business after ten years of what has, on my part at least, been in most cases a pleasant association, cannot but impress me with much that is of strong sentiment and kindly remembrance. I have made some good friends; I have been imbued with that spell of everrecurring interest that the profession holds; and seen many changes.

My publications will be handled after October 1st by Coward-McCann, Inc.

I have paid all my indebtednesses. A goodly portion from the trade is still due me. Perhaps this little notice will be sufficient to help settle these circumstances. My future business, for the time being, will be at this same address.

Good-bye, to yourself, the "P. W.," and all—and good luck!

Obituary Note

JOHN R. ANDERSON

JOHN R. ANDERSON, retired bookseller, died in a sanitarium near Caldwell, New Jersey, September 26 at the age of 84. He had not been actively engaged in business for some years, but was widely known in the trade at the time he retired. As a young man he entered the navy and during this service became the personal friend of Admiral Sampson. His first large business was a stationery store on the ground floor of the Broadway Central Hotel. Later he entered the secondhand school book business which was one of the originals of the kind and the largest. In the last of his active career he did a small business in supplying books to libraries. He had been an active member of the Booksellers' League and was elected to honorary membership of that organization.

Business Notes

ATLANTA.—Agnes Kendrick Gray has filled the position as manager of the book department at Rich's, Inc., which was left open by the resignation of Lucille Bundscho.

LINCOLN, NEBRASKA.—Prairie Schooner Book Shop, 122 North 12th Street, has been opened by Paul Alcorn with general stock, rare, old and foreign books and circulating library.

MILWAUKEE.—Edwin C. Buxbaum has moved from 436 Prospect Avenue to 383 Eastwood Place.

MINNEAPOLIS.—The Bookshelf, 317 14th Avenue, S. E., has been opened by Blanche H. Savage with general stock of books and circulating library.

PHILADELPHIA.—C. Philip Boyer will open a bookshop at 1903 Lotus Street, November 1, with general stock, fine editions, old and rare books.

RICHMOND, VA.: The Gorden Lewis Bookshop has affiliated with Walhimer Brothers Department Store, and will occupy the entire mezzanine floor.

Changes in Price

D. APPLETON & COMPANY
Ruth Comfort Mitchell, "Play the Game" and "Jane Journeys On" from \$1.75 to \$2.00, each.

FREDERICK A. STOKES COMPANY
Harris, "Uncle Remus and Bre'r Rabbit," new edition, from \$1.25 to \$2.00.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abbott, Jane Ludlow Drake [Mrs. Frank Abbott]

Black flower. 248p. il. (col.) D [c.'29] Phil., Lippincott \$2
A story for girls about Theo, a small town school girl and her friendship for Beth Bradford.

Abbott, Wilbur Cortez

A bibliography of Oliver Cromwell; a list of printed materials relating to Oliver Cromwell, together with a list of portraits and caricatures. 568p. il. (pars.) O c. Cambridge, Mass., Harvard \$12.50
The author is professor of history in Harvard University.

Abdullah, Achmed, and Cuthrell, Mrs. Faith Baldwin

Broadway interlude. 306p. D c. [N. Y.], Payson & Clarke \$2.50
Broadway is the background for this romance of Sally Cameron, actress, and Robert Foster, playwright. This is the first book in a trilogy of New York life.

Abdullah, Achmed, and Pakenham, T. Comp-ton

Dreamers of empire. 382p. il. (pars.) O c. N. Y., Stokes \$3.50
Life sketches of six men, great dreamers, whose advanced ideas either failed or were rewarded too late—among them are Cecil Rhodes, Richard Burton and John Nicholson.

Adair, Edward Robert

The extraterritoriality of ambassadors in the sixteenth and seventeenth centuries. 294p. (bibl. footnotes) O '29 N. Y., Longmans \$8

Adams, Eustace L.

Pirates of the air. 212p. front. D (Andy Lane ser.) [c.'29] N. Y., Grosset 50 c.

Adler, Alfred

The science of living. 264p. O [c.'29] N. Y., Greenberg \$3.50
Social adjustment studied in the light of individual psychology by an eminent psychologist.

Alexander, Lucy M., and Yeatman, Fanny Walker

Pork in preferred ways. 7p. il. O (U. S. Dep't of Agri., leaflet no. 45) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Andrews, Roy Chapman

Ends of the earth. 365p. il. O c. N. Y., Putnam \$4.50

In which the noted scientist and explorer tells of his adventures on whaling cruises and hunting trips to the far corners of the globe.

Appleton, Victor, pseud.

Don Sturdy in lion land, or, The strange clearing in the jungle. 216p. front. D (Don Sturdy ser.) [c.'29] N. Y., Grosset 50 c.

Arabian Nights

The Arabian nights' entertainments; adapted by Edwin Gile Rich; il. by Lacy Hussar. 347p. il. (col.) O '29 c. '21, '29 Bost., Houghton \$2

Athenaeus

The Deipnosophists; with an English translation by Charles Burton Gulick; v. 3. 517p. S (Loeb classical lib. no. 224) '29 N. Y., Putnam \$2.50; lea., \$3.50

Aubrey, Octave

The phantom emperor; the romance and tragedy of Napoleon III; tr. by Frederick H. Martens. 357p. front. (por.) D c. N. Y., Harper \$2.50

A narrative biography of Louis Napoleon and the days of the Second Empire.

Baker, Elsa Gorham

The Christmas package, and other stories for children. 96p. il. S [c.'29] Rock Island, Ill., Augustana B'k Concern bds. 30 c.

Barker, Reginald C.

Gentleman Grizzly. 318p. D (Copyright fiction) [c.'28] N. Y., Burt 75 c.

Barnes, Harry Elmer

The twilight of Christianity. 482p. (bibls.) O [c.'29] N. Y., Vanguard Press \$3
An argument that orthodox religion is a menace to civilization.

Auld, Robert Campbell MacCombie

The Burns we love; a first attempt to obtain a better understanding of the mission, message and meaning of the poet of humanity and of the common cause; [lim. ed.]. 254p. il. O '29 N. Y., Caledonian Club, 846 Seventh Ave. apply

Barry, Philip Beaufoy

Sinners down the centuries. 281p. (bibl.) il. O '29 Phil., Macrae, Smith \$5
Short biographies of famous sinners from the time of Cleopatra to Paris of the Second Empire.

Barry, Phillips, and others

British ballads from Maine; the development of popular songs with texts and airs. 581p. (6p. bibl.) front. (por.) O c. New Haven, Conn., Yale \$6
The other authors are Fannie Hardy Eckstorm and Mary Winslow Smyth.

Bashford, Henry Howarth

The Harley Street calendar. 272p. (2p. bibl.) D '29 Bost., Houghton \$2.50
Sketches of eleven outstanding men in English medicine from the Middle Ages to the present.

Bassett, John Spencer

A short history of the United States, 1492-1929; rev. ed. 995p. (bibls., bibl. notes) maps (pt. col.) O '29 c. '13-'29 N. Y., Macmillan \$4
Also available in three volumes, \$1.75 each.

Batsell, Walter Russell

Soviet rule in Russia. 866p. (18p. bibl.) diagrs. O (Bur. of Internat'l Research; Harvard Univ. and Radcliffe College) c. N. Y., Macmillan \$6
The origins of soviet institutions and their administration in Russia.

Beaconsfield, Benjamin Disraeli, 1st earl of

The letters of Disraeli to Lady Chesterfield and Lady Bradford; ed. by Marquis of Zetland; foreword by André Maurois; 2 v. 426p.; 425p. il. O c. N. Y., Appleton \$10, bxd.
These letters, the great majority of which have never before been published, have been woven by the editor into a continuous narrative and picture of Disraeli in love.

Belloc, Hilaire

Hills and the sea; il. by Donald Maxwell. 318p. il. (col.) O [n. d.] N. Y., Dutton \$5
Essays, historical and descriptive of the countryside in England and on the continent.

Benkard, Ernst

Undying faces; a collection of death masks; note by Georg Kolbe; tr. by Margaret M. Green. 118p. il. O [n. d.] N. Y., Norton \$12
The history and method of making death masks with 112 plates of famous masks.

Bennardi, A. M., M.D.

Replacement treatment in advanced age. 56p. (bibl.) D [c. '29] Bost., Christopher Pub. House \$1.25
A compilation of clinical facts on therapeutic surgery.

Bernfeld, Simon, comp.

The foundations of Jewish ethics; being v. I of The teachings of Judaism from the sources; tr. by Armin Hajman Koller. 265p. (9p. bibl.) D c. N. Y., Macmillan \$2.50
The doctrinal and ethical content of Judaism.

Bible

Selections from the Old Testament; ed by Fred Newton Scott; rev. by H. Y. Moffett. 371p. il., maps S (New pocket classics) [c. '10, '29] [N. Y.] Macmillan flex. fab. 60c.

One of the first volumes in a new series. Others are listed in this issue.

Blasco Ibañez, Vicente

Woman triumphant; tr. by Hayward Keniston. 329p. D (Copyright fiction) [c. '20] N. Y., Burt 75c.

Boas, Louise Schutz

A great rich man; the romance of Sir Walter Scott. 233p. il. O c. N. Y., Longmans \$3.50

The dramatic life of the novelist recreates the literary world of the early nineteenth century.

Boccaccio, Giovanni

The Filostrato of Giovanni Boccaccio; tr. with parallel text by Nathaniel Edward Griffin and Arthur Beckwith Myrick. 514p. (3p. bibl. note) O c. Phil., Univ. of Pa. Press \$6

Bolton, Charles Knowles

The real founders of New England; stories of their life along the coast, 1602-1628. 206p. (5p. bibl.) il., maps O (Useful reference ser., no. 38) c. Bost., F. W. Faxon Co. \$3.50

Accounts of the earliest explorers and settlers along the New England coast.

Boole, Mrs. Ella Alexander

Give prohibition its chance. 190p. (bibl.) D [c. '29] N. Y., Revell \$1.50

A survey of the present situation and a plea for prohibition enforcement by the president of the National W. C. T. U.

Boyd, James

Drums. 492p. D (Novels of distinction) [c. '25, '28] [N. Y.] Grosset \$1

Boyd, Thomas Alexander

Mad Anthony Wayne. 351p. (2p. bibl.) front. (por.), maps O c. N. Y., Scribner \$3.50

A biography of one of the most impetuous leaders in the American Revolution.

Bray, Helen A.

Textile fibers, yarns, and fabrics. 250p. (bibl.) il. O (Century vocational ser.) [c. '29] N. Y., Century \$2.50

Breasted, James Henry, and Robinson, James Harvey

History of Europe, ancient and medieval; rev. ed. 695p. (19p. bibl.) il. (pt. col.), maps (pt. col.) D [c. '29] Bost., Ginn \$2.12

Brighouse, Harold

Coincidence; comedy in three acts. 102p. D [c. '29] N. Y., S. French pap. 75c.

Broderick, John Thomas

Forty years with General Electric. 218p. il. D c. Albany, N. Y., Fort Orange Press \$2.50

From a long connection with this great corporation the author writes of its origin and growth, with sketches of leaders in the electrical industry.

Bible

Epistles (complete); separated, arranged and translated by William Wallace Martin. 222p. Tt [c. '29] [Nashville, Tenn., Marshall & Bruce Co.] apply

Blanchette, Charles Alphonse

My reasons for leaving the Roman Catholic church, and, Historical evolution of the papacy chronologically arranged. 77p. (bibl.) front. (por.) D [c. '29] [Minn., Author, 1501 Morgan Ave., N.J.] pap. \$1

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| Brown, Beatrice Curtis | |
| Alas, Queen Anne; a reading of her life.
325p. il. (pors.) O [c.'29] Ind., Bobbs-Merrill. | \$4 |
| A personal portrait of the English queen based on her recorded sayings, writings and actions. | |
| Brown, W. Neilson | |
| Friarsyurd. 320p. D '29 N. Y., Longmans | \$2 |
| A tragic story of the power exercised by an old Scottish farmhouse over a man's life. | |
| Browning, Robert | |
| Shorter poems of Robert Browning; ed. by Franklin T. Baker; rev. by H. Y. Moffett. 397p. (3p. bibl.) il. S (New pocket classics) [c.'99-'29] [N. Y.] Macmillan flex. fab. 60 c. | |
| Burroughs, Edgar Rice | |
| Tarzan and the lost empire. 313p. front. D [c.'28,'29] N. Y., Metropolitan B'ks, 150 Nassau St. | \$2 |
| Tarzan attempts to rescue a missing archaeologist from a long forgotten Roman province in the heart of Africa. | |
| Butler, Clementina | |
| Mrs. William Butler; two empires and the Kingdom. 202p. (bibl. footnotes) il. O [c.'29] N. Y., Methodist B'k | \$2 |
| A daughter writes of her mother's important Methodist Episcopal missionary work in India and Mexico during the latter part of the 19th century. | |
| Cicero, Marcus Tullius | |
| The letters to his friends; with an English translation by W. Glynn Williams; v. 3 (including the letters to Quintus). 649p. S (Loeb classical lib., no. 230) '29 N. Y., Putnam | |
| \$2.50; lea, \$3.50 | |
| Clark, William Bell | |
| When the U-boats came to America. 371p. (2p. bibl.) il. O c. Bost., Little, Brown | \$3 |
| The history of the German U-boat operations off our coast during the World War. | |
| Cole, George Douglas Howard, and Cole, Margaret Isabel Postgate [Mrs. G. D. H. Cole] | |
| Poison in a garden suburb. 352p. D c. N. Y., Payson & Clarke | \$2 |
| Death strikes mysteriously during a lecture in a neighborly English community. | |
| Coleman, Arthur Philemon | |
| Ice ages, recent and ancient [cheaper ed]. 339p. (bibls.) il., maps D '29, c.'26 N. Y., Macmillan | \$3.50 |
| Coleridge, Samuel Taylor; Matthew Arnold | |
| The ancient mariner, Kubla Khan, Christabel; Sohrab and Rustum, and other poems. 399p. (bibls.) il. S (New pocket classics) [c.'98-'29] [N. Y.] Macmillan flex. fab. 60 c. | |
| Colver, Mrs. Alice Mary Ross | |
| The look-out girl. 301p. D (Copyright fiction) [c.'28] N. Y., Burt | 75 c. |
| Compton-Burnett, I. | |
| Brothers and sisters. 273p. D [c.'29] N. Y., Harcourt | \$2.50 |
| A novel of human experiences and English family life. | |
| Cooper, James Fenimore | |
| The spy; a tale of the neutral ground! introd. by Henry Seidel Canby; il. by William Cotton; 3 v. various p. il. (col.) S c. N. Y. [W. E. Rudge] | bxd. \$20 |
| Crosby, Percy Leo | |
| Dear Sooky; il. by the author. 124p. il. (pt. col.) O '29, c.'28, '29 N. Y., Putnam | |
| bds. \$2.50 | |
| Skippy's letters to his friend, Sooky. | |
| Cross, Arthur Lyon | |
| A shorter history of England and Greater Britain; rev. ed. 996p. (bibls.) maps (pt. col.) O '29, c.'20, '29 N. Y., Macmillan | \$4 |
| Cubberley, Ellwood Patterson | |
| Public school administration; rev. and enl. ed. 732p. (bibls.) front., diagrs. D [c.'16-'29] Bost., Houghton | \$3.25 |
| Cunningham, Christy | |
| The message from nowhere. 93p. D [c.'29] Bost., Stratford | \$1.50 |
| A story of the influence of those beyond over the loved ones now living. | |
| Curtayne, Alice | |
| Saint Catherine of Siena. 284p. (4p. bibl.) D '29 N. Y., Macmillan | \$2.75 |
| A biography of St. Catherine, who, in mediaeval Italy, combined mysticism with a practical competence in international affairs. | |
| Dalman, Gustaf Hermann, D.D. | |
| Jesus—Jeshua; studies in the Gospels; tr. by Rev. Paul P. Levertoff. 268p. (bibl., bibl. footnotes) O '29 N. Y., Macmillan | \$4.50 |
| An examination of the thoughts of Jesus as they were originally expressed in Hebrew in comparison with the Greek formulation which has been handed down to us. | |
| Davidson, Winifred | |
| Where California began. 170p. (bibls.) front. O c.'29 San Diego, Cal., McIntyre Pub. Co., 648 4th St. | |
| bds. \$1.50 | |
| The early romantic history of Point Loma. | |
| Dawson, Elmer A. | |
| Garry Grayson hitting the line, or, Stanley Prep on a new gridiron. 214p. front. D (Garry Grayson football stories) [c.'29] N. Y., Grosset | 50 c. |
| Delmar, Mrs. Viña | |
| Kept woman. 303p. D [c.'29] N. Y., Harcourt | \$2.50 |
| The story of a middle class Manhattan lady of easy morals, who was loyal, in her way. | |

- Coffin, George M.**
The Federal Reserve System and the interest rate.
21p. S [c. '29] [Putnam, Conn.], Author pap. 25 c.
Cook, Jonathan Blanchard
Ice accounting; a manual on uniform accounting
for the ice industry—manufactured and natural ice
production and distribution. 230p. diagrs. O [c. '29]
Chic., Nickerson & Collins Co. apply

- Deming, Therese Osterheld [Mrs. Edwin Willard Deming]**
Many snows ago; il. by Edwin Willard Deming. no p. il. (pt. col.) obl. D c. N. Y., Stokes \$3
Stories for children about American Indian boys and girls. These are also published in two volumes entitled "Little Braves" and "Wigwam Children."
- Dennis, Clara G.**
The all-holidays book of Jane and John. no p. il. (col. front.) Q [c. '29] Bost., Marshall Jones \$2.50
Red-letter days for children described in verse and picture.
- Dewart, Elizabeth H.**
The march of life; introd. by Elwood Worcester, D.D. 194p. D c. Bost., Houghton \$1.75
A book of modern religious philosophy.
- Dixon, Franklin W.**
Flying against time, or, Ted Scott breaking the ocean to ocean record. 220p. front. D (Ted Scott flying stories) [c. '29] N. Y., Grosset 50 c.
The mystery of Cabin Island. 218p. front. D (Hardy boys) [c. '29] N. Y., Grosset 50 c.
- Doumette, Hanna Jacob**
The sum of higher understanding. 181p. D [c. '29] Bost., Christopher Pub. House \$1.75
A book on occultism and mysticism.
- Drage, Dorothy**
Rug making. 95p. (bibl.) il. (col. front.) diagrs. D (Pitman's craft for all ser.) '29 N. Y., Pitman bds. \$1
Directions for making rugs in the home.
- Drift of civilization (The);** by the contributors to the fiftieth anniversary number of the St. Louis Post-Dispatch. 268p. O c. N. Y., Simon & Schuster \$3
The main tendencies of the world today presented in essays by 26 well-known authorities including Maxim Gorky, Bertrand Russell, Richard E. Byrd, Dr. Albert Einstein, Michael Pupin, Dean Inge, Henry Ford, H. G. Wells, William Howard Taft, and others.
- Dürer (Albrecht), 1471-1528.** 24p. (bibl.) il. T (World's masters, 3) '28 [N. Y., W. E. Rudge] 75 c.; pap., 40 c.
- Dutton, Charles Judson**
The clutching hand. 293p. D (Copyright fiction) [c. '28] N. Y., Burt 75 c.
- Eddy, Helen May**
Beginning French; training for reading. 292p. il., map D (Chic. French ser.) [c. '29] Chic., Univ. of Chic. Press \$1.50; workbk., \$1
- Edwards, Gawain**
The earth-tube. 308p. D c. N. Y., Appleton \$2
An adventure story of a future war between Asia and the Pan-Americas, waged by means of powerful scientific inventions.
- Edwards, Leo**
Andy Blake's secret service. 250p. il. D (Andy Blake ser.) [c. '29] N. Y., Grosset 50 c.
- Eliot, George, pseud. [Mrs. Mary Ann Evans Cross]**
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- Outdoor Girls on a hike, The. Hope, L. L.
 50 c. *Grosset*
- Paris in profile. Slocombe, G. \$4 *Houghton*
- Partners. Hauck, L. P. \$2 *Penn*
- Peter the Great. Graham, S. \$3
Simon & Schuster
- Phantom emperor, The. Aubry, O. \$2.50
Harper
- Philo: 2 v. \$2.50; \$3.50 ea. *Putnam*
- Pigskin. Ferguson, C. W. \$2.50
Doubleday, Doran
- Pirates of the air. Adams, E. L. 50 c.
Grosset
- Please come to my party. Hamilton, B. M.
 \$1.75 *Little, Brown*
- Poison in a garden suburb. Cole, G. \$2
Payson & Clarke
- Polly's new friend. Roy L. E. 50 c.
Grosset
- Principles of teaching and learning in the
 elementary school. Mossman, L. C. \$1.90
Houghton
- Private life of Tutankhamen, The. Tauhois,
 G. R. \$3.50 *McBride*
- Prosperity. Marden, O. S. \$1.75 *Crowell*
- Public school administration. Cubberley, E. P.
 \$3.25 *Houghton*
- Readings in contemporary problems in the
 U. S. Taylor, H. \$5.75
Columbia Univ. Press
- Real founders of New England, The. Bolton,
 C. K. \$3.50 *F. W. Faxon Co.*
- Real Jesus, The. Fiske, Bp. \$2.50 *Harper*
 Relatives. Neale, R. \$2.50 *Harper*
- Replacement treatment in advanced age. Ben-
 nardi, A. M. \$1.25
Christopher Pub. House
- Riddle Club at Rocky Falls, The. Hardy, A.
 D. 50 c. *Grosset*
- Road to health, The. Winslow, C. \$2
Macmillan
- Romance of Evangeline, The. Fox, F. 75 c.
Burt
- Romany blood. Whitfield, F. L. \$2 *Badger*
- Rosenberg (L. C.) \$2.25 *W. E. Rudge*
- Rowlandson (T.). \$2.25 *W. E. Rudge*
- Rubens. 75 c.; 40 c. *W. E. Rudge*
- Rug making. Drage, D. \$1 *Pitman*
- Saint Catherine of Siena. Curtayne, A.
 \$2.75 *Macmillan*
- Saviors of mankind, The. Van Buskirk, W.
 R. \$3 *Macmillan*
- Science of happiness. Goit, W. \$2
Duke Pub. Co.
- Science of living. Adler, A. \$3.50
Greenberg
- Selections from the Old Testament. Bible.
 60 c. *Macmillan*
- Short as any dream. Sergeant, E. S. \$2.50
Harper
- Short catalogue of books printed in England
 and English books printed abroad before
 1641. Wheeler, H. A. \$4.20
Longmans
- Short history of the United States. A. Bas-
 sett, J. S. \$4 *Macmillan*
- Shorter history of England, A. Cross, A. L.
 \$4 *Macmillan*
- Shorter poems of Robert Browning. 60 c.
Macmillan
- Silas Marner. Eliot, G. 60c. *Macmillan*
- Silent cities, The. Hurst, S. C. \$5 *Dutton*
- Silver forest, The. Williams, B. A. 75 c.
Burt
- Simple, constructive and decorative woodwork.
 Horth, A. C. \$1 *Pitman*
- Simplified bridge. Seymour, P. H. \$1
Reilly & Lee
- Simplifying teaching. Reeder, E. H. \$1.76
Laidlaw Bros.
- Simpson (Matthew). Wilson, C. T. 75 c.
Methodist Bk.
- Sinners down the centuries. Barry, P. B.
 \$5 *Macrae, Smith*
- Six little Bunkers at Skipper Bob's. Hope,
 L. L. 50 c. *Grosset*
- Six tragedies of Shakespeare. Wilson, J. D.
 75 c. *Longmans*
- Sketch book, The. Irving, W. 60 c.
Macmillan
- Skyrocket, The. Reed, M. W. 75 c.
S. French
- Slings and sandals. Whitehead, H. \$1
Abingdon

- Small missal, The. 90 c.; 68 c. *Macmillan*
Sons of seven cities. Holland, R. S. \$3
Macrae, Smith
Sound and the fury, The. Faulkner, W. \$2.50
Cape & Smith
Soviet rule in Russia. Batsell, W. R. \$6
Macmillan
Soviet Union looks ahead, The. \$2.50
Liveright
Spanish prisoner, The. Tilden, F. 75 c.
Burt
Spiffy Henshaw. Fitzhugh, P. K. 50 c.
Grosset
Spy, The. Cooper, J. F. \$20 *W. E. Rudge*
Stewardship life. Kretzschmar, K. \$1
Concordia Pub. House
Study of poetry, The. Landis, P. \$1.40
Nelson
Sun of higher understanding, The. Doumette, H. J. \$1.75
Christopher Pub. House
Tarzan and the last empire. Burroughs, E. R. \$2
Metropolitan B'ks
Teaching and learning the common branches. Schmidt, C. C. \$2.25
Appleton
Ted and Tony. Garis, L. C. 50 c. *Grosset*
Textile fibers, yarns, and fabrics. Bray, H. A. \$2.50
Century
Them He also called. McDowell, W. F. \$1
Abingdon
There is another heaven. Nathan, R. \$2
Bobbs-Merrill
Things that remain. Grammer, C. E. \$1.75
Macmillan
Three rookies at Morton. White, T. M. \$2
Little, Brown
Tom Slade in the haunted cavern. Fitzhugh, P. 50 c.
Grosset
Torrey (R. A.) year book, The. Mann, A. C. \$1.50
Revell
Tragedy at the Unicorn. Rhode, J. 75 c.
Burt
Treasure Island. Stevenson, R. L. 60 c.
Macmillan
Trophies, The. Heredia, J. \$3.50 *John Day*
Tropical tales: Porto Rico. Van Deusen, E. K. \$1.32
Silver, Burdett
Trout and angling. Smith, J. \$7.50; \$20
Derrydale Press
Tuck Simms, forty-niner. Leonard, E. 50 c.
Grosset
Twilight of Christianity, The. Barnes, H. E. \$3
Vanguard Press
Undying faces. Benkard, E. \$12 *Norton*
Up to now. Smith, A. E. \$5 *Viking Press*
Vampire in Europe, The. Summers, M. \$5
Dutton
Variety of people, A. Marquis, D. \$2
Doubleday, Doran
Velasquez. 75 c.; 40 c. *W. E. Rudge*
Verano en Santander, Un, Ruiz, N. G. 70 c.
Longmans
Waking bird, The. Goolden, B. \$2.50
John Day
When the U-boats came to America. Clark, W. B. \$3
Little, Brown
Where California began. Davidson, W. \$1.50
McIntyre Pub. Co.
White Africans and black. Singer, C. \$10; \$25
Norton
White eagles. Gielgud, V. H. \$2 *Houghton*
With wind and tide. Evans, L. B. \$1.75
M. Bradley
Woman triumphant. Blasco Ibáñez, V. 75 c.
Burt
Wonder book, The. Thompson, R. P. \$2
Reilly & Lee
X Bar boys at Grizzly Pass, The. Ferris, J. C. 50 c.
Grosset

Old and Rare Books

Frederick M. Hopkins

ACCORDING to the *London Daily Mail* a young collector at Grimsby, England, has found another copy of Lewis Carroll's "Alice's Adventures in Wonderland" bearing the date of 1865 and the imprint of Macmillan & Co. The record price for this volume is \$25,000 paid by Dr. Rosenbach for the fine presentation copy at the famous London sale in which the original manuscript of "Alice's Adventures Under Ground" was sold. The fortunate finder of the latest copy of the 1865 "Alice" of which only a half dozen copies are known, is Cyril Doddington, who for ten years has been picking up old books. This volume, which is in green cloth, binding and perfect except that some of the leaves are loose, was in a lot which Mr. Doddington bought in a Grimsby salesroom. The young collector, whose ambition is for a medical career, hopes to realize enough for his "find" to launch himself in his chosen profession.

THE New York Public Library has made its rich collection of ancient and medieval manuscripts available to students of the graphic arts courses offered by New York University, and classes will be held at the library this term. Two courses will be given at the library this year, both by John Clyde Oswald, author of "A History of Printing." The first will be a series of lectures on the history of the graphic arts and will consist of a detailed description of the growth of written communication up to the invention of printing. The lectures will be illustrated by exhibits contemporaneous with the period under discussion, such as clay tablets with cuneiform inscriptions, Egyptian papyri, Greek and Roman manuscripts, Oriental writings, early handwriting books, and finally the venerable specimens of the first printers, with a copy of Gutenberg's forty-

two-line Bible, all from the library's collections. The second term course will be a series of lectures on periods in typography. They will deal with the history of printing after 1500, the end of the incunabula period. The close connection between printing and the spread of cultural and political movements will be shown, to give the students a better understanding of the rôle that printing has played in the past. The development of national styles at different periods will be discussed with the help of actual specimens from the great masters such as Aldus, Tory, Garamond, Caxton, Caslon, Baskerville, Elzevir, Estienne, Plantin, Bodoni and others will come to have a definite meaning in the mind of the student.

THE Grand Lodge of Masons of Georgia has recovered an ancient relic, a book of association interest, presented to the order in 1860, which disappeared more than two decades ago. It is the Bible, translated from the Hebrew into the German by Martin Luther in 1533, which is reported to have been used in the ceremony in which the poet Burns was made a Mason. The story of the book is told in the following record of Lodge proceedings: "This book was presented to the Grand Lodge of Georgia on the first day of November, 1860, by Brother D. C. Candler, in the name of Colonel Henry Thomas of Gwynnett County. It was obtained by Colonel Thomas from a Scotch lady 90 years of age, who stated that it was her grandfather's family Bible. Her grandfather was a native of Germany, who married a Scotch lady in Dumfriesshire, and was a member of the Masonic Lodge of that place when the poet Burns presided over the Dumfriesshire Lodge, and family tradition says that it was at that time used in the Lodge. It has been pre-

served with great care, on account of the reminiscences that cluster around it. And it has been surrendered up with the express understanding that it be, by Brother Candler, delivered up to M. W. G. William S. Rockwell, and deposited in the Grand Lodge of Georgia to be preserved. The custodians of the properties of the Grand Lodge placed it in a safety bank vault and there it has remained until its ownership was practically forgotten.

TWO years ago Mrs. Mortimer J. Fox, a member of the Horticultural Society of New York, decided that there should be a center for research workers and gardeners in this State to get authentic information. She interested members of the society and succeeded with their help in starting a Horticultural Library at 598 Madison Avenue. The library has many modern and up-to-date books and it has a collection of rare books from over the sea on plants of different countries. These have colored plates and some of them are very old and valuable. In the two years that the library has been open, not only have owners of large estates and people actively engaged in horticultural activities gone there for information, but artists, writers, teachers, students, and travelers visit it regularly.

THE library owned by the South Carolina poet, Paul Hamilton Hayne, has been acquired by the Duke University library. It contains 1,800 volumes, including files of magazines and pamphlets. Sets of Milton, Shakespeare, Chaucer, Sir Thomas Brown, and other famous English authors are in the collection. There is a large number of autographed presentation copies of books of poems by Longfellow, Whittier, Lowell, Aldrich, Stedman, Burroughs, and Lanier. There are also many rare first editions of Tennyson, Swinburne, Morris, Rossetti, Emerson, and Hawthorne. The library is an extraordinary one to have been brought together by a Southern author, of very moderate means, in the middle of the last century.

THE current catalog, No. 29, of Edgar H. Wells & Co., Inc., of this city, comprises 550 lots, principally first edi-

tions of English and American authors, constituting Part I, A. to G. The outstanding item among American first editions is Richard H. Dana's "Two Years Before the Mast," New York, 1840, original boards, in case, \$950. Other important items include Barrie's "The Little Minister," 3 vols., London, 1891, \$1,250; Arnold Bennet's "Old Wives' Tales," London, 1908, \$475; and Boswell's "Life of Samuel Johnson," 2 vols., contemporary calf, London, 1791, \$1,000.

MELVILLE B. ANDERSON, Professor Emeritus of Stanford University, has presented a set of the new limited edition of his four-volume translation of the "Divina Commedia" to the Dante collection of the Cornell University library. This edition printed on classic vellem is held to be a monument to the printers and binders' arts and will take its place in the world's largest single library of books relating to Dante and his times. Professor G. L. Hamilton is curator of this collection, which was begun and given at first entirely by Willard Fiske.

Catalogs Received

Americana. (No. 4; Items 1335.) Sydney William Dutton, 103 Newgate St., London, E. C. 1, England.
Americana, art, first editions, association books, bindings, fine presses, curiosa, literature, Occultism, psychology. (No. 17; Items 1059.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.
American and English first editions. (No. 32; Items 339.) Bookshop of Harry Stone, 24 East 58th St., New York City.

Autographs. (No. 116; Items 132.) E. S. White, 221 Northwest 22nd Ave., Miami, Florida.
Books on architecture, decoration, ornament and fine and applied arts. (No. 52; Items 962.) Dauber & Pine Bookshops, 66 Fifth Ave., New York City.
Books on North and South America. (No. 257; Items 246.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Canadiana and Americana. (No. 2; Items 822.) Dora Hood's Book Room, 720 Spadina Ave., Toronto, Canada.

Early American books and pamphlets. Unusual imprints of special interest to libraries. James Lewis Hook, 13 South Market Sq., Harrisburg, Pa.
Educational books, second-hand and new. (No. 258; Part 3.) B. H. Blackwell, Ltd., 50 Broad Street, Oxford, England.

Genealogy and local history. (No. 106; Items 711.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

Greek and Latin authors, works in classical archaeology, history and antiquities, philosophy, the drama, grammars and lexicons, etc. (No. 258.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.

Selection from the library of the late Sir Henry Fleming Hibbert, items 1-10 covering Charles Dickens' first editions, including set of Christmas books. (Items 99.) The Export Book Co., 3 Havelock Terrace, Preston, England.

Old, rare and out-of-print books. (No. 2; Items 352.) Charles W. Kespert, 62 Catawba St., Boston, Mass.

Rare Americana. (No. 256; Items 245.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Theology, ancient and modern. (No. 598; Items 1666.) Charles Higham & Son, 13 Charterhouse St., London, E. C. 1, England.

BOOKMAKING

A Monthly Department

History and Manufacture of End-Papers

Bertrand Guégan

Translated by Katherine Knight from "Arts et Métiers Graphiques"

THE name of end-paper is given to the colored papers on the inside of the binding. Their invention, according to La Caille's "Histoire des Progrès de l'Imprimerie en France," Paris, 1697, goes back to Macé Ruette, a binder at Paris in the first years of the 17th century. Before Ruette, end-papers were made of white paper, but manuscripts and books printed on vellum supplied with end-papers of parchment. Marbled papers appear then about 1630, but were not in general use until half a century later, as they contained to use end-papers in cream-laid paper, stronger and better sized than the paper in the book itself. At that time the end-papers were manufactured in France, Italy and Germany. They were "combed," that is, decorated with parallel dentelures, with pink, blue, yellow and sometimes black wavelets, due partly to accidental reactions of the colors in the bath, and partly to the skill of the craftsman. Le Gascon and du Seuil use only these papers.

Towards the end of the 17th century gift editions had lining papers of morocco of a shade harmonizing with the backs; the opposite end-paper, in this case, was always white. Richly bound religious books "Aux Semaines Saintes" and "Offices" had end-papers made of pink or blue watered silk; and certain bibliophiles, like Guyon de la Sardière, scorned any other material for secular books. Even today it would be impossible not to envy the brilliant, fresh

cerise silk with which that man of taste covered the inside of his bindings.

Eighteenth century paper was less wrinkled than that of the 17th. The "comb" tended to disappear in favor of whirls or snails. These motifs were manufactured by using, instead of a comb, a stick to stir the colors in the bath. Sometimes, when the paper had been lifted from the bath, the white was taken away with a sponge.

Towards 1750 some binders had the imagination to use papers where gilded figurings were mixed with painted flowers. Usually these papers decorated pretty devotional books; but, in a few volumes bound by Derôme, whose text is by no means edifying, one finds end-papers of a milky whiteness strewn with gold stars. When this same Derôme covered books with green morocco, copied in this by Bradel, he pasted a delightful paper spotted in green, pink, white, ochre and red on the inside covers. If the binding was to be very fine he had a lining-paper of tooled morocco with the opposite end-paper of gold.

Provincial binders manufactured papers with little flowers similar to the old wall-papers. But these papers, printed from wood-blocks, were more often used for outer covers of brochures.

The end-papers at the close of the 18th century show a tendency towards greater simplicity; one finds hardly anything at this

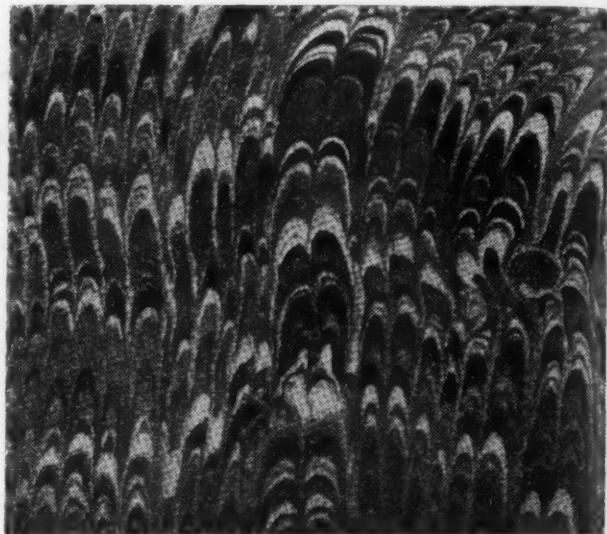
period but papers of a uniform blue. During the Revolution pink was used as frequently as blue; but the papers, speckled or spotted, were used by the publishers both for end-papers and outer covers.

The bookbinders of 1830 had a large selection of fancy papers. They bought them at the manufacturers whose names have come down to us thanks to labels pasted on boxes or registers. They were Angrand, in the rue Meslay; Chilliat, rue de la Calandre; Nicollet, rue de Plâtre-Saint-Jacques, and Mme. Thomas, rue Faubourg-du-Temple.

Papers of uniform color—white, blue, pink, green—were used for the ordinary binding. Carefully glazed, the yellow paper, canary yellow or golden, was reserved for the boards. These same papers of uniform color were especially varnished, then one changed them by a simple calendering into goffered, watered or satinized papers.

The engraver Plain was renowned for his skill in engraving the cylinders of the calender. It is to him that we owe those charming designs, made of little flowers and arabesques, that decorate certain Keepsakes of Louis Janet.

However, the Romantic binders more commonly chose a marbled paper which is distinguished from that of the 18th century by its brilliant and incomparable glaze. Often the paper was monochrome—gray, maroon or brown—and its design was of little seeds in juxtaposition. All these papers were obtained by the old process of the color bath, and by retouching with a brush, sponge or comb. Sometimes, how-

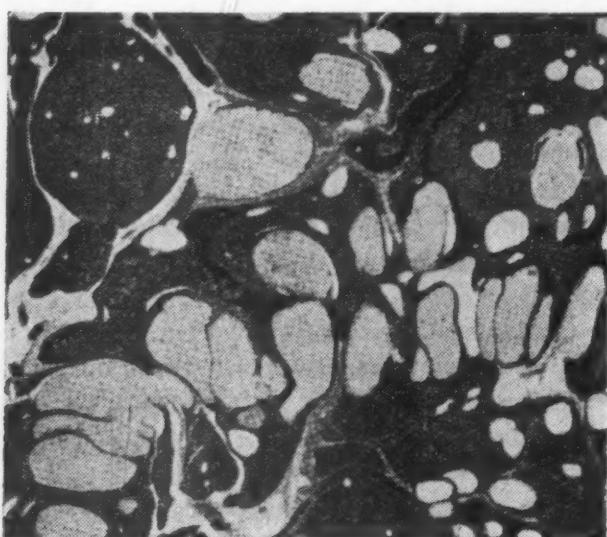


A Parisian end-paper of 1626

ever, the colors were printed lithographically or from wood-blocks. Among the multi-colored marbled papers there were the following designs: the broken lined, pebble-work, tiger-spotted, "combing," partridge eye, the *schroetel*, coming from Germany, the English regular shading, and the Polish zigzagging stripes. They also manufactured a rootlike paper, whose veins spread out on a uniform background like the roots of a tree, and the shell paper, "whose blended colors, infinitely variable, were adherent to the paper pulp, therefore unchangeable" so the paper-maker Rousseau stated in his prospectus.

The Romantic period marks the height in the manufacture of marbled papers, and for nearly a century from that time we have merely an imitation of the end-papers with which Thouvenin and Simier enriched their bindings. Towards 1850, Pasdeloup showed his preference for a uniform color; but one finds hardly anything except this combed paper which the 17th century introduced.

Then to protest against a usage become tradition, some bibliophiles paid heed only to their fantasy. The Goncourts chose colored Japanese papers; Doctor Boulard printed a paper with a design of his initials. End-papers and flyleaves of vellum reappeared. For the volumes that they wished to bind magnificently some wealthy amateurs had papers made of silks woven by the artists who illustrated their books. A copy of the "Fioretti" of Maurice Denis that was lined with Franciscan fustian came on sale. Some poets, having their



A Bradel-Derôme paper, 1785



A French end-paper with the snail design—about 1700

works bound, replaced the habitual end-papers with a piece of their mistress' dress.

Between a tradition too fixed and the most exaggerated fantasies there was not a man of taste who did not wish that something would be discovered which would suit our aesthetic nature and satisfy the conditions of the problem. Some daring souls denied that the art of marbling had reached an impasse and made an effort themselves to revive it. It is thus that, neglecting wax, ox-gall, glazing and other processes which will be treated presently, Mme. Henri Farge used a simple bath of an adhesive gum and wrinkled papers; and, distributing the color according to a new method, choosing more decided shades, ultra-marines, apple-greens, madder-reds, and black, she finally succeeded in giving us some admirable papers in which marine growths and luxuriant hot-house flowers relive.

Another artist in search of curious end-papers, Mme. Albin-Guillot, had the idea of photographing, with considerable enlargements, seaweeds, shells, rare earths; in a word, elements of all kinds of geometric structure, borrowed from the mineral and vegetable kingdoms. All those readers who have studied medicine recall the histological sections, colored with eosin or with phenicated thionine, where the natural grouping of the cells makes strange decorations.

But it is time to explain summarily the process of marbling in the tub.

Dissolve 100 grams of gum tragacanth in 6 liters of cold rain-water. Place in a

sandstone pot and stir from time to time with a small stick to help dissolve the gum. Five or six days are necessary for complete dissolution. At the same time as the gum, you dissolve, at one side and in the same manner, 150 grams of alum; then you mix the alum with the gum using a wooden spoon, and finally pass everything through a very fine sieve. The bath will then have attained its maximum density.

To prepare the ox-gall dissolve 15 grams of camphor in 20 grams of alcohol; place fresh ox-gall in a vase containing slightly more water than the amount of gall, then mix with a stick. Pour in the dissolved camphor, stirring briskly until the mixture is very homogenous. Keep this preparation in a hermetically sealed flask. The ox-gall is indispensable to the sizing of the colors as it facilitates spreading over the gum. You add more or less of it to each color, using a wooden spoon.

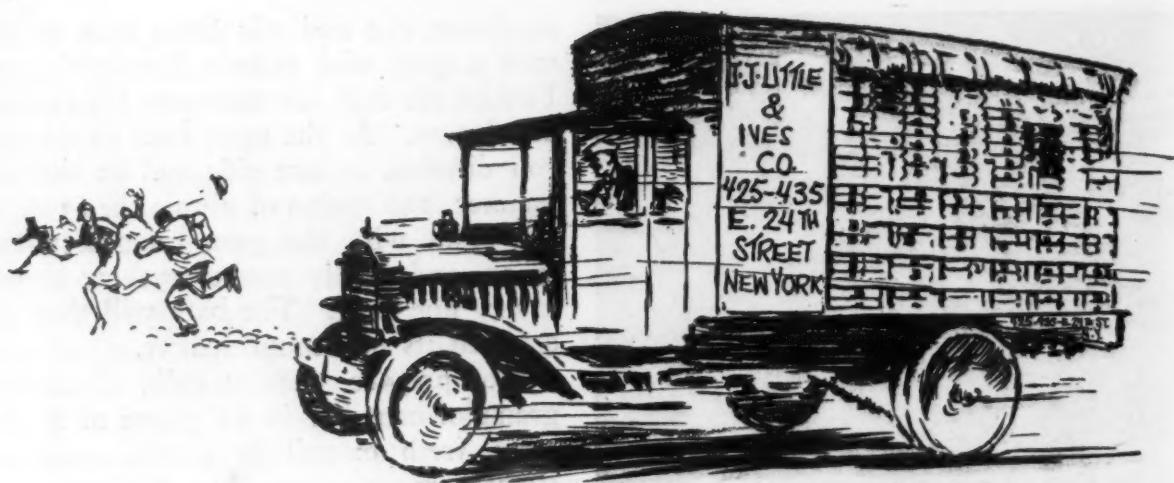
Take a certain quantity of pure wax and melt over a low fire, in a pot of sandstone or porcelain; you should add a small amount of turpentine in order that, with the wax, a soft paste will form when cold. Pulverize the colors and add a little of the wax and at the same time enough water to form a consistent milk.

It is the wax which makes the colors float on the gummy bath whose composition we have described above.

The lightest colors should be chosen (never use aniline colors). The marble-workers use ochres of different shades, ivory black, Spanish white, madder-red, carmine lake, ultramarine blues, indigo, chrome yel-



From a woodcut, 1748



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Black and gold end-paper by Mme. Albin-Guillot from microscopic study of algae.

low and Sienna. It is preferable for those unaccustomed, to use only lakes.

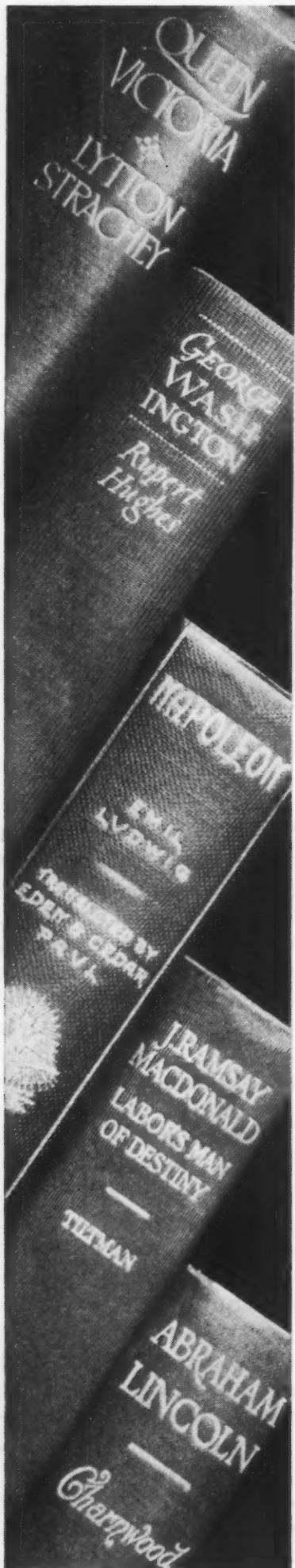
All colors used for marbling are prepared in fresh water; but it is necessary to add a few drops of alcohol to those which dissolve with difficulty. Pulverize the colors in a porcelain mortar with a pestle, adding a little ox-gall and wax, prepared as we have already described. Then place them in a pot of sandstone or porcelain. At the moment of making use of it, the contents of the flask should be removed with a brush of pig's bristles or roots of dog-grass.

To marble, we shall suppose that it is a question of marbling in three colors. The tragacanth gum bath has been turned into a zinc tub of a depth of about 10 centimeters and measuring about 55 x 75 cc. The marbler takes in his hand a small brush or broom covered with blue; he throws quite large drops of it here and there on the surface of the bath, using light, rapid jerks. He then takes some brown which he lets fall in a shower, by holding the brush between the thumb and three small fingers of the right hand; with the index finger he taps on the holder with

decided blows. Under the movement of the brown color the blue spreads in veins more or less large. The worker then takes the third color, let it be a lighter brown, which he makes fall in a fine shower by using this time a small rod of iron that he holds in his left hand; he strikes the rod with small, sharp blows as he moves it over the surface of the bath. The blue, more and more compressed, has scattered everywhere in thin veins; the deep brown spreads out in large veins, while the light brown keeps itself in drops of different diameters.

When the colors are spread, the worker seizes the sheet in the middle of the small sides and places it, only one side, in contact with the gum. He then lowers the sheet, taking care not to disturb the designs, sometimes complicated, that he has traced on the bath. He holds it there an instant very evenly, then raises it in the same manner, but from the opposite side; finally he returns it and lets it drain and dry on a small wooden rod.

When the sheets are very dry you rub them with a rag saturated in wax, then you begin the polishing, using an agate stone.



Lives of great men remind us...



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Paper Permanence

Dr. Robert P. Walton

The Second of Dr. Walton's Articles on a Subject Important to Printers. The first article appeared in the Publishers' Weekly of September 7th

THREE are numerous factors, which contribute to the rapid disintegration of paper and which may be common to all types of papers. Certain of these may be very profitably considered by any publisher when selecting a stock whose permanence is a desideratum. Particularly is this true when it is recognized that price and permanence are not necessarily related.

Over-bleached papers, for instance, are likely to command a higher price and at the same time be more subject to "the ravaging tooth of time." Brilliantly white papers even of a high grade are not ordinarily the most desirable from this standpoint unless precautions have been taken to ascertain that the bleaching has not substantially injured the fibers. At that, the injury must be considered a matter of degree as it is not conceivably possible to accomplish any extensive bleaching without initiating certain changes which will be sadly evident after the passage of years. Although bleaching can hardly be avoided, the incomplete removal of bleaching agents can be avoided and certainly should be as their presence constitutes a grave menace to the life of the paper.

The presence of excessive rosin size is another thing which has been consistently condemned by those investigating the matter of permanence. Some experimenters have reported that the yellowing of paper is principally due to the formation of light sensitive soaps from the rosin. The soap is supposed to be a kind of iron resinate formed through the action of the rosin and traces of iron introduced with the alum. Klemm, in Germany, has particularly emphasized this point and has carried out experiments indicating that the yellow coloration is roughly proportional to the iron content. The use of iron-free alum has been prescribed by some committees. A. B. Hitchins, in America, agrees more or less with this finding as to the action of iron. He subjected a large number of samples to the action of light, moist heat,

and dry heat and measured the degree of yellowing by photometric methods. Sheets made without rosin size showed practically no yellowing under the test conditions. Sheets sized with different amounts of rosin evidenced that the degree of yellowing is dependent upon the amount of rosin present. He concluded that no matter how carefully the paper is prepared, the addition of rosin as a sizing material will, in the course of time, produce yellowing. The use of gelatine or animal sizing should also be kept as low as possible. Two experimenters in Germany, Schoeller and Zschokke, have shown that rosin size is responsible in large measure for the yellow discoloration although they do not consider that the action is through the formation of iron soaps. Schoeller contends that the rosin develops a darker color on standing due to a polymerization or autoxidation and he finds it expedient to treat the rosin with some oxidizing agent such as bleaching powder or permanganate before its use in paper sizing.

Loading or filling agents such as china clay, talc, chalk, etc., which give weight and body to the paper are ordinarily inert and do not affect the paper through any chemical action. An excess of these materials, however, will lower tensile strength. The extent to which tensile strength is lowered may be ascertained in the new paper.

Such physical properties are very good criteria as to the durability of a paper. Cedric Chivers, in America, investigated a number of old papers and came to consider that the physical condition of the paper is of decisive importance. He said "The most injurious treatment in recent years to which paper has been subjected is that of overstitching and beating its pulp, and so impregnating it with air as to form the featherweight papers, which are among the worst with which we have to deal."

Such causes of deterioration as given here are more the concern of the paper manu-

facturer than of the paper purchaser. The purchaser is most interested in the methods by which the most durable papers may be selected from the open market. Paper testing laboratories have developed a great many specifications and methods of evaluation. In most cases the requirements are more concerned with the immediate state of the paper than with any characteristics which indicate its probable condition after some decades have passed. Some of the more important opinions regarding the selection of permanent papers are summarized here.

Arthur D. Little, well-known paper authority in Boston, says that to ensure durability a paper should preferably consist of rag stock with not more than ten per cent of filling or more than two per cent of rosin size. It should show no greater acidity than that resulting from the use of a moderate amount of basic alum, and should be entirely free from chlorides derived from bleaching powder. It should not turn yellow in a hot one per cent solution of caustic soda, as would be the case if the fibres were overbleached. It must, of course, be entirely free from ground wood. Well-cooked and properly bleached wood fibres or esparto pulp are probably not objectionable, though they have not yet proved themselves as durable as pure rag stock. Unbleached sulphite fibre must, however, be excluded. Where consideration of economy must prevail in the selection of a paper, and rag stock is for this reason excluded, a mixture of carefully prepared sulphite and soda fibres may be accepted, and will doubtless last very many years, provided the paper otherwise conforms to the stipulations made above.

Practically the same sort of specifications have been outlined by the English Society of Arts in an effort to prescribe the most permanent types of paper. They specify two per cent rosin sizing as a maximum, a slightly acid reaction (acid to litmus, neutral to methyl orange), a minimum quantity of chlorides and a maximum limit of 10 per cent mineral loading constituents.

The Royal Testing Laboratory in Germany have laid down specifications for a large number of "Normal" papers. The standard paper considered satisfactory for publications of importance is that listed as

"Class 8a," a pure rag paper, with mechanical properties corresponding with the "Strength-Class 4;" for works of subordinate importance, paper of "Class 8b," composed of any non-ligneous fibres, but of the same strength-class is admissible. Prof. W. Herzberg, Director of the Laboratory, has often emphasized that, in comparison with the cost of the book, the small difference between the cost of a good paper and a bad paper should not be considered.

Korschilgen, in Germany, considers that the tensile strength is of importance from the point of view of durability, owing to the fact that the strongest papers are generally those made from long and sound fibers, and include those papers of which the fibers are beaten wholly or partly to fine fibrillae which interlace well and the presence of which is the best guarantee of long wearing qualities. The tensile strength is greater in the machine way than in the cross way, whereas the breaking stretch is greater in the cross way owing mainly to the longitudinal tension under which the paper is dried. Consequently a book of which the paper is folded in the cross way will be less durable than one in which the binding folds are parallel to the machine way. He argues strongly against the custom of judging a paper by the mean tensile properties of the two directions; for durability, it is only the weakest direction which counts, and the specifications should state minimum values for breaking length and stretch. Rag papers are easily made with a ratio of 66 per cent between the weakest and the strongest directions; the best rag papers properly beaten will even show ratios of 85-90 per cent. Short-fibered papers from straw, esparto and deciduous wood cellulose are easily made with a ratio of 60-65 per cent, but papers composed of coniferous wood cellulose generally show a ratio of only 40-50 per cent between the two directions. In such cases the mean strength gives a very false idea of the real strength. The most important mechanical test for durability is the loss of tensile strength and elasticity produced by folding the paper backwards and forwards a given number of times (say, five double creases) under standard conditions in the Schopper creasing machine. A paper containing a high proportion of gelatinised cellulose (wet beaten) generally



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possesses extremely high tensile qualities, but it may be very brittle and of low durability, in which case it will be immediately condemned under the folding test. By means of the folding test also the presence of weak or old rag fibres, deficient beating, bad felting, over-drying and hydro-cellulose are detected. Wood celluloses and other rag substitutes show up badly under these tests.

Gösta Hall, at the Swedish Government Testing Institute, also considers the folding endurance one of the most significant tests for physical deterioration. The copper number is correspondingly considered a good criterion of chemical deterioration. Copper number is essentially an index of the amount of reducing substances present and it is reducing substances which usually constitute the degradation products of cellulose. These tests were applied to various papers after a sort of artificial ageing process. Exposure to sunlight and a temperature of 100° C. is supposed to be a pretty fair simulation of the conditions to which a paper will be subjected over long periods of time.

The U. S. Bureau of Standards has recently used similar methods in making durability tests for certain papers from the New York Public Library. Samples were heated in an oven at 100° C. through which a stream of air was rapidly passed. After this process of accelerated ageing, the samples were tested for copper number and alpha-cellulose content. These figures were then compared with the same values for the untreated papers and an approximate idea was thereby obtained as to the probable behavior of the papers over long periods of storage. An abnormal increase in copper content indicates a marked tendency to undergo chemical disintegration. The same thing is indicated by a pronounced decrease in alpha-cellulose content.

Probably the simplest means of determining the relative durability of papers is to expose them to direct sunlight for 100 to 150 hours, or longer if necessary, and then make a comparison of color, folding endurance and tensile strength. The results are highly informative and are particularly significant from the standpoint of permanence.

The Make-Up of a Textbook in Mathematics

AN experiment in textbook selection conducted by the Department of Psychology and Educational Research of the Los Angeles Public School System has yielded results which help to answer the question how schools shall choose textbooks. Thirty-seven mathematics instructors in the junior high schools of Los Angeles worked in six committees to analyze all of the available mathematics texts for junior high school pupils. Their analyses and findings incorporated into reports were the basis for the choice of a mathematics text. The procedure followed in making the study, and forms for analyzing the contents of the different books are explained and reproduced by Florence D. Fuller, of the Los Angeles school system, in a book, "Scientific Evaluation of Textbooks." (*Houghton.*)

In the editor's introduction to "Scientific

Evaluation of Textbooks," attention is drawn to the great importance of the textbook as the teacher's tool, and the improvement within the last 25 years of the methods used in the evaluation, recommendation and adoption of books for school use.

One of the six committees aiding in the evaluation of the different books was the "Committee on Mechanical Phases" the findings of which are given here:

"The work of the Committee on Mechanical Features of Mathematical Texts studied the literature concerned with this topic, determining what features of the texts to analyze, setting up standard procedures for use in examining certain phases, analyzing the books, and summarizing the results. Where objective standards are available they have been used. There is room for a difference of opinion in regard to some features, as in the case of the

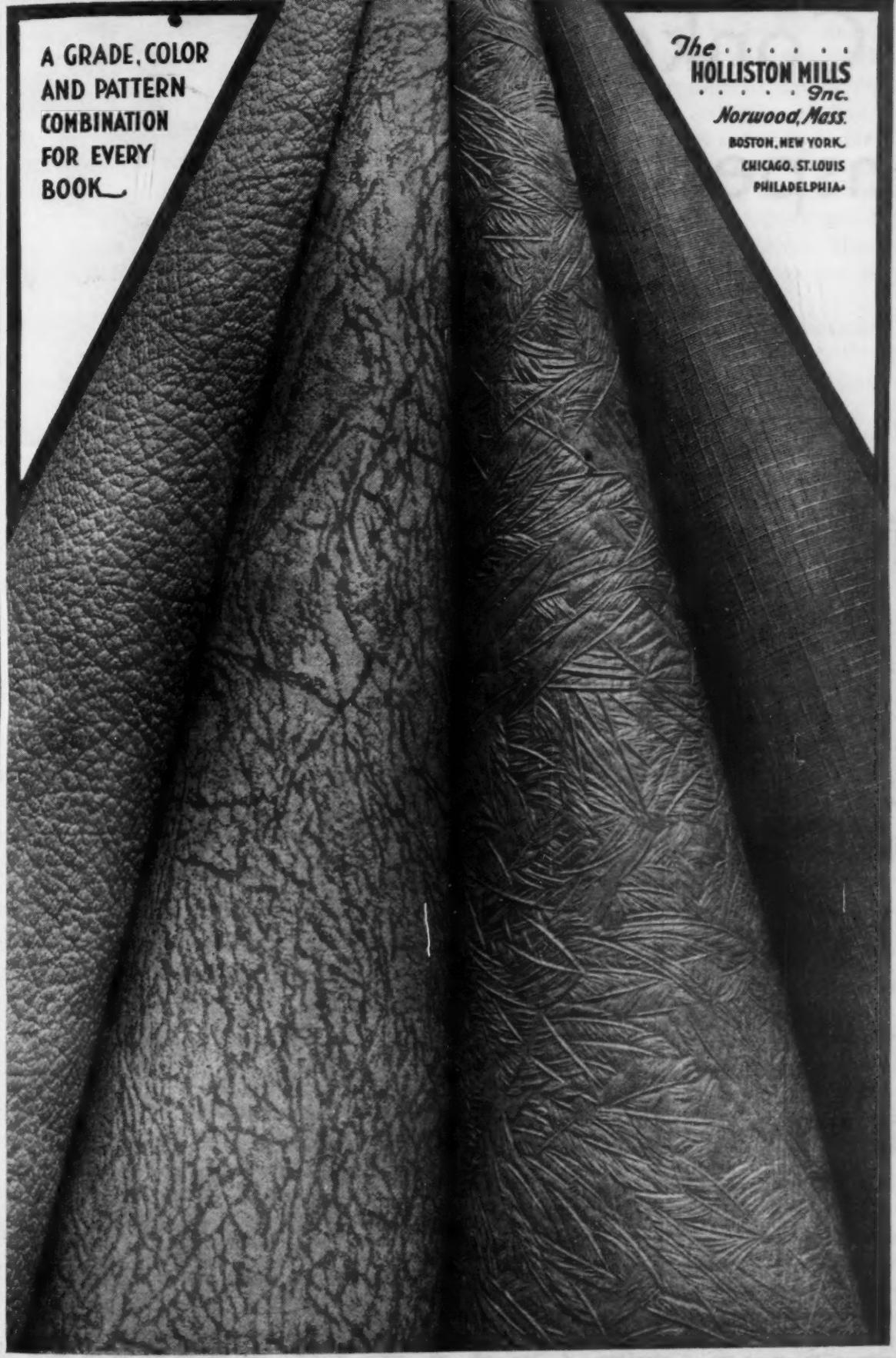
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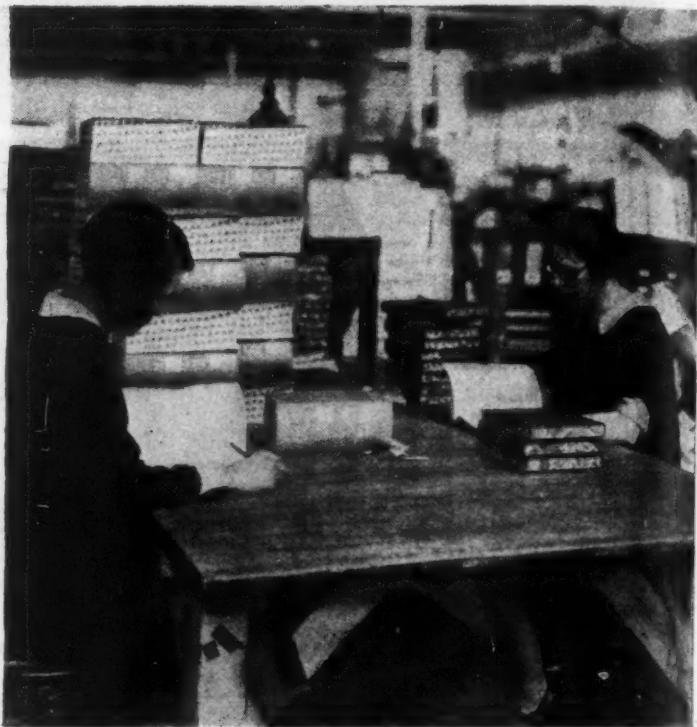
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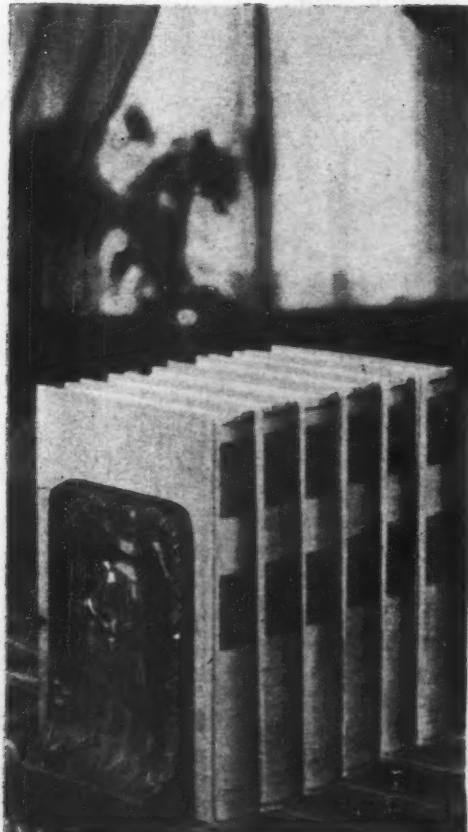


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stitched or sewed bindings. The committee is giving its opinion in regard to such points, feeling that the experience in examining so many books should be of some value.

"It costs less to stitch a book than to sew it, and it is more durable. A sewed binding is considered a better finish, will lie open easily, but is less durable. The Committee recommends the stitched book for use in mathematics classes."

"The types of cover decorations and printing are metal or inked. Metal printing and decoration is more attractive, but will wear off. Inked printing and decoration will last."

"The different types of paper are glossy and dull, either coated or not coated. The Committee found all the paper to be of dull finish. The paper in all of the books is practically the same, consequently that item has been eliminated from the tabulation."

"In the absence of standards, the Committee recommends that the color of the

covers shall not be light. The choice in colors is very much a matter of personal taste."

"The ordinary type in the various books is practically the same, 10 point. Considerable variation in the books occurred in regard to the quantity and size of the fine print. The tabulation will, therefore, show only the size and quantity of *fine print*. Fine print in the texts is not desirable."

"The slant fractions such as $\frac{3}{4}$ are considered preferable to the vertical fraction,

"The spacing between letters, words, and lines was found to be uniform in the different books; hence the findings are not recorded in the tabulation."

"Experimental evidence indicates that the lines should be from 60 to 80 millimeters in length with a maximum length of 90 millimeters."

"Tape on the inside cover strengthens the book."

"The headband is desirable on a sewed book, but is very seldom found on a stitched book."

Government Wants Better Proofreaders

GEORGE H. CARTER, Public Printer of the United States, recently addressed the annual convention of the United Typothetae of America on the subject of "Training and Research at the Government Printing Office." He is pessimistic about our American public schools as a training place for printers and proof readers. The common schools, he thinks, are not giving the children the fundamentals that they will need throughout their lives.

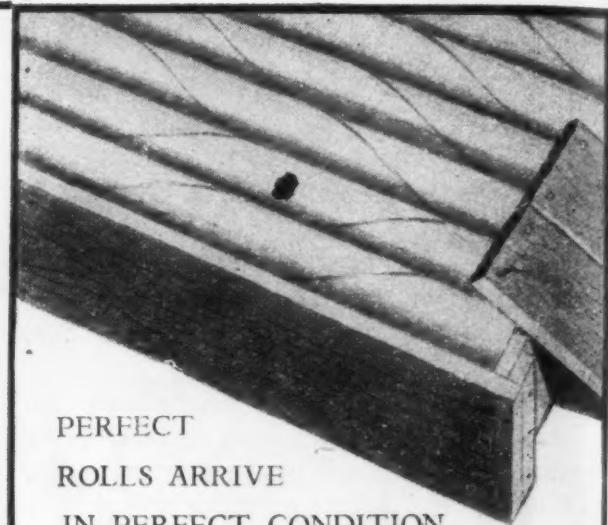
"We are becoming," he said, "a nation of wretched writers, miserable spellers and unthinking readers. Nowhere is this more evident than in the training of printers. The ability of the printer and proof reader to write legibly, spell correctly and read intelligently has saved the reputation of many an author and statesman . . . Although every applicant for appointment as an apprentice in the Government Printing Office is required to have completed the eighth grade of a common school education, nearly half of the applicants failed to pass the civil service examination. With civil service examination and apprentice

school tests revealing such an appalling lack of elementary knowledge by those who have had a common school education, it is evident that the situation must be much worse in the commercial field where the requirements are less exacting. It is now almost impossible to obtain competent proof readers from any source. Typesetting machines and the demands of the newspapers for top speed and early editions have practically ruined the art of proof reading for daily publications. Therefore, it is all the more vital to the future of industry that organizations like the Typothetae manifest greater interest in educational work."

Beautiful Reproductions

MINTON, BALCH is importing from England a beautiful book, "The Paintings and Drawings of J. B. C. Corot." It discusses a collection of Corot's works, which, it is supposed, belonged at one time to the artist himself. The reproductions, delicate and lovely, are of drawings, water-colors and oils, some on canvas but many on paper and mounted on canvas.

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How to Judge a Binding

The Second Selection From Douglas Cockerell's book, "Some Notes On Bookbinding," Oxford University Press

Fine or "Extra" Bindings

ALL bindings should protect the books they cover and should facilitate their use, but fine bindings aim at being something more than merely utilitarian covers: they should be minor works of art. In their making they demand fine craftsmanship working on fine materials, craftsmanship aiming at serviceable beauty rather than mechanical exactness, and it would be as reasonable to test the taste of a pudding by chemical analysis as it is to estimate the value of a work of art on the result of tests by square and compass. The proof of the pudding is in the eating, and the value of a thing of beauty lies in its appearance and fitness for its purpose. Sound construction and good workmanship there must be if a binding is to be satisfactory, for slovenly work is ugly and displeasing in its effect, but so also is the too hard machine-like finish that results from misapplied skill. A fine binding should in the first place be judged by its appearance and then can be examined in detail.

Sewing and Guarding

If a book opens reasonably well the sewing thread can be seen down the centre of each section and will show if the book has been sewn "flexibly" round the cords or has been "sawn in." Care is needed in the first opening of a new binding, or the back may be broken. A few leaves should be opened at either end and gently pressed down, and then a few more until the center is reached, thus easing the back. If the book is forced open in the center without such easing, the back may crack, and a cracked back will not regain a good shape when the book is

closed. When opening a book in this way, it can be seen if the pages have been neatly mended where necessary and if any plates and single leaves have been attached by guards. The connexion between the end-papers and the book should be examined to see that there is no tendency for them to break away. In estimating the quality of a free opening, the thickness and flexibility of the paper in relation to the size of the page must be taken into consideration. Some books by their nature cannot be made to open pleasantly.

Joints

The connection between the book and its boards should be examined carefully, for it is here that many bindings fail in use. Some evidence there should be of the slips having been laced in if the book has been bound and not cased. The boards should fall shut freely of their own weight, and should not gape when the book is closed, which means that the leather, slips, and end-paper (or leather joint) should together be thin enough to be readily bent by the weight of the board. On a small book with light boards, leather and slips must be very thin, but this does not matter, as in such a book the strain on the joint is very slight, but for a heavy book the slips and leather must be proportionately thicker.

Some one started the theory that if a book is held up by the fore-edge, if the leaves and the boards are allowed to fall they should touch. This is a foolish test, for such extreme flexibility is incompatible with adequate strength. Generally, provided that the joint is reasonably free, neat

and square, some slight creasing of the outside leather on opening and some indication of the lacing in of the slips should not be objected to, and extreme flexibility may be looked upon with suspicion.

Freely opening joints that allow the board to open without affecting the adjoining pages of the book are of comparatively recent introduction. The old binders left leather and slips comparatively thick and their boards seldom opened freely and squarely, and generally a few leaves of the book were raised by the opening of the board.

End-papers

The paper for the ends should be of about the same color and weight as that of the book. For books written or printed on vellum, vellum ends should be used, generally with a leather joint, as vellum pasted down in the joint is apt to be stiff. There is much to be said for the use of a colored paste-down paper for fine bindings, because the turn in of the leather stains plain ends. Marble paper, that may in itself be interesting, is very suitable for the paste-down leaves, as having a mottled surface it shows stains less than any other paper. Silk ends are sometimes used on fine books, but they seldom look quite satisfactory. If the edges of the silk are turned in they make an unsightly lumpy edge, and if merely cut are apt to fray out. Any colored ends have to be "made" (pasted on) on to the adjoining white leaf, and consequently, if an over-thick leaf is to be avoided, the paste-down paper should be thin, but it should also be of good quality or it may split in the joint.

Sometimes the insides of the boards of fine books are lined with leather and decorated, and occasionally the opposite flyleaf is also of thin leather.

Edges

Very few old books or modern books of value should have their edges cut with the plough. The fore-edge and tail of modern books printed on hard-made paper may quite reasonably be slightly trimmed if

some uncut edges are left as "proof" that the book has not been unduly cropped. These trimmed edges may be gilt in the rough before sewing. To get an edge that can be gilt "solid" it must be cut down almost to the shortest leaves, and this in many cases would involve too great a reduction in size. It is fitting that the head should be gilt solid, as the head of a book, other than a true folio, consists of folds of paper which, if cut at all, will be solid.

There is little objection to cutting and gilding solid the edges of a modern book printed on machine-made paper, but if it is the first cutting the binder should endeavor to leave some "proof."

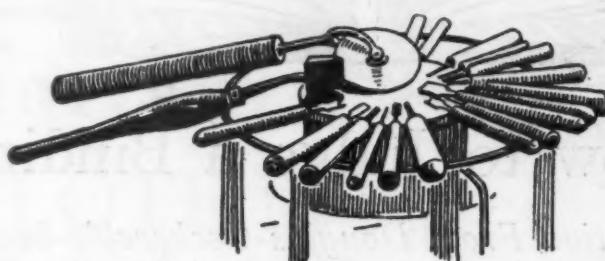
Squares

These are the projections of the boards beyond the edges of the leaves. They should be of even width and generally about as deep as the thickness of the leather-covered board. With an uncut book the squares cannot be controlled exactly, and generally, although evenness in the squares is a thing to be aimed at, its importance can easily be exaggerated.

Backing

The shape of the back of a book depends upon the backing and the amount of the swelling. A well-backed book should have an evenly convex back when closed, that will become flat or concave when opened. It is better for the back to be rather flat than too round, and anything approaching a half-circle either obstructs the opening or causes too great a movement in the back. A "flexible" back should be flexible, and if it is lined up stiffly the special qualities of flexibility and toughness that make leather so admirable a covering for books is sacrificed. On the other hand, too great flexibility makes a floppy book that won't retain its shape or support the weight of the leaves.

Generally fine bindings for normal books should have the leather attached directly to the backs of the sections, although for heavy books an underlining of leather is



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sometimes required. Sometimes, however, exceptional books are best bound with a hollow back without projecting bands and with a "French joint." It is difficult and sometimes impossible for the binder to get a well-shaped flexible back on a book that has irregular-sized sections, or that is printed on paper too thick and stiff for the size of the pages. The back of a book should be flexible enough to allow the leaves to open, yet firm enough to keep its shape and prevent the leaves from sagging.

Headbands

These should be worked with silk over vellum or gut and should be firm. They should be a little lower than the height of the square. On poorer bindings the headband is cut from a strip.

Boards

The best millboard is very tough and hard, and the boards should be firm and stiff and should curve very slightly towards the book. Heavy boards on a small book look clumsy, and thin boards on a heavy book will not bear the weight.

The Covering

The leather on a well-bound book should look as if it had grown there; it should be free from unevenness caused by faulty paring, and the edges of the boards should be square and even in thickness and the headcaps should be well and symmetrically shaped. The "turn-in" of the leather on the inner sides of the boards should be even and the corners should be neatly mitred. While it is well that the edges of the boards should be square, extreme sharpness is not desirable, as this can only be got by paring the leather "paper thin." A certain softness of the edges, indicating that there is a reasonable thickness of leather, should not be objected to.

The leather may or may not be crushed and polished, its color and texture should be pleasant, and there should be no objection to slight unevenness in the dyeing. If there is a leather joint, this should be of the same thickness as the turn-in of the cover, and should join the turn-in a little way down from the head and tail, so that enough of the leather of the cover may be

left in the joint to take the strain of opening the boards. The inner surface of the boards should be filled in level with the leather margin before the board-paper is pasted down.

A book should stand squarely and the bands should be evenly spaced and straight across the back. The space below the bottom band and the tail should be rather longer than the space between the bands and between the top band and the head. When there are two or more volumes in a set, the books should be of the same height and the bands "range" evenly.

Finishing: Lettering

The lettering should be well spaced and the letters should be good in form and as large as the nature of the title and the size of the back panel will allow, and there should be no objection made to the use of obvious contractions or to the turning over of long words when this makes for greater clearness and pleasant arrangement. The arrangement of the lettering on the back of a book should be as carefully designed as any other part of the ornament and should be treated as a decorative feature of great value. It is desirable that letters should be in line and upright, but, provided that there is no glaring irregularity, exact evenness is of no very great importance.

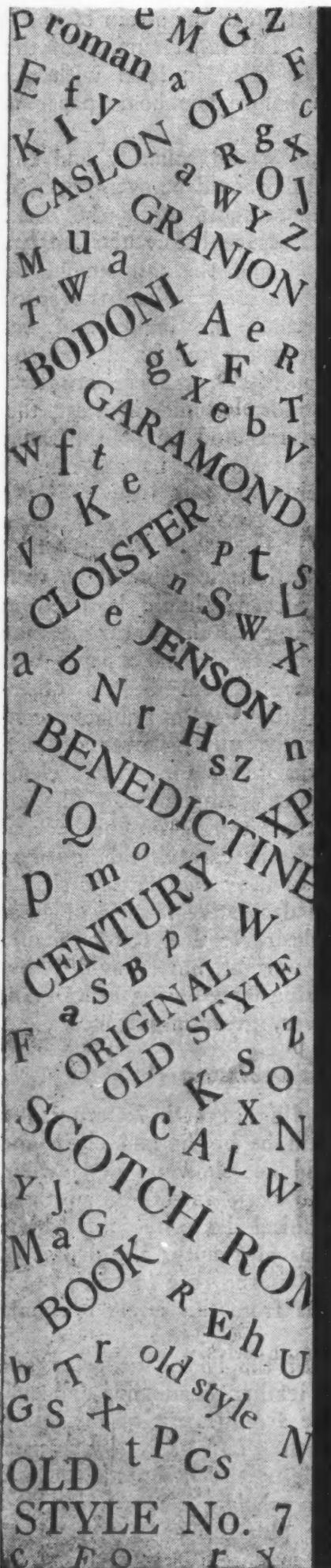
Decoration

The gold-tooling of both lettering and ornament should be bright and clean and the glair should not show on the leather, but it is easy to exaggerate the importance of mere mechanical dexterity in finishing. Decoration aims at beauty; the degree of beauty achieved is the true measure of its value, and it is from this angle it should be judged.

The shape of the book, the color and texture of the leather, headbands and end-papers, and the arrangement of the lettering, make with the purely ornamental features a single unit of design that should be judged as a whole. The binding as a whole will be pleasant or unpleasant to handle and to use, not because it has or



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has not reached some particular standard of mechanical exactness, but because it is or is not in some degree a true and authentic work of art.

Bindings for Exceptional Books

Exceptional books call for special treatment, and their binding will often tax the ingenuity and skill of the binder. Sometimes books consisting of single leaves are best overcast, and sometimes it is necessary to guard every leaf. Some books will be wedge-shaped in spite of anything the binder can do. In judging such books the difficulties presented and the way these have been overcome have to be taken into consideration.

Less Expensive Bindings

While it is unreasonable to expect the same perfection of workmanship on bindings over which the binder has been hurried as on those with which he has had

time to do his best, there is no reason why comparatively inexpensive bindings should not be sound in construction and pleasant in color and in shape.

A book sewn on tapes, with the tape slips firmly secured to the boards, and with a tight leather back and a French joint can be thoroughly strong and flexible, and may be very pleasant to use. Leather can be saved by making the portion on the boards narrow and by omitting leather corners.

A book sewn on tapes with "split" boards and a French joint can be covered with buckram or stout woven material and will be quite serviceable. Such a book will have a hollow back.

The ordinary binding of the trade with sawn-in bands and hollow back and thin leather has little strength, and in every considerable library many such bindings may be seen with their backs falling away.

Graphic Arts and Crafts

THREE years ago a group of designers and publishers in Paris outlined a plan for a new and authoritative magazine on the field of the graphic arts, and they have so successfully proceeded with their ambitious program that at the completion of a third year, they may well be congratulated on their vision and their success. In *Arts et Métiers Graphiques* it was proposed to have a journal that would reflect the development of the public taste for beautiful books and printing as it was progressing not only in France but in other European countries. It was proposed that the magazine should reflect the interests of and be a means of communication among the artists, the workers, the printers and publishers. It was proposed that the journal should be printed with unstinted care and should justify this great expense by the beauty of the results and the permanent value of the record.

The first volume was dated September, 1927, and numbers have been printed quarterly since that time. In order to make the periodical more readily useful to its subscribers in England and America, a 4-page summary of the principal articles translated into English has accompanied

each magazine. With twelve numbers now completed and the fourth year beginning, the subscribers can look back over scores of articles of real importance and illustrations of continual excellence.

The first number opened with an article on "The Dual Virtues of a Book" by Paul Valéry of the Académie Française, an article which was reprinted in the *Publishers' Weekly* as one of the important and admirably phrased statements of the way to consider the book. "A book," he said, "should be an instrument of clear vision, to facilitate, not interrupt, the flow of ideas; on the other hand, it may in itself be a thing of beauty, endowed with its own particular ability to please or displease our sense of taste." Other articles in the first issue to indicate the extent of the editors' program were one on "Balzac, Publisher" by Marcel Bouteron, one on moving picture sub-titles, the technique in "offset" printing, "Types of Civility," "The Work of E. R. Weiss," and "Laboureur, Illustrator of Books." This first number has become so scarce that it is highly prized among collectors.

The second number had an article on "Delacroix as an Illustrator" and on "De

Luxe Books of the Eighteenth Century." The third volume contained an article on "The Printing of Mathematical Books," "The Composition of Verse," "Chapter Headings," and "A Short Survey of Polish Typography."

Among later articles was one by Mourlot on "Lithographic Printing," on "Book Art in Czechoslovakia," on "Collotype," "Typography in England," "Modern Typography in Sweden," "Books for Prizes," on "The Academy of Graphic Arts and Crafts of Leipzig." This gives a brief picture of the scope of the material, and each current volume has added to the reputation of the series. The sponsors who are to be congratulated on having supplied graphic arts with an organ of international importance are Lucien Vogel, publisher, H. L. Motti, master-printer, Charles Peignot, master-typographic moulder, Léon Pichon, printer-art editor, and Walter Maas, consulting advertisement expert.

New York University Course in Printing

THE inauguration of a course at New York University which leads to a degree of Bachelor of Fine Arts in Printing has been the subject of wide and enthusiastic comment throughout the trade. William Reydel, an active director of the American Institute of Graphic Arts, writing in *The American Printer* sees this event as marking another step forward in the art of printing. He cites the discussion as to whether printing is really an art, a science or a craft. Being, it seems, not a little pleased, he points out that "when a great institution like New York University announces a four-year full collegiate course leading to a degree of Bachelor of Fine Arts, in Printing, certainly it marks another milestone in the art of printing." While other universities are giving courses in various phases of printing, they have in the past been essentially engineering training for the trade. This course is the first offered by a large university which leads to a fine arts degree for those who wish to study printing design.

The course at N. Y. U. lays emphasis on the practical problems and the use of the tools of the trade as outlined in the August 3rd *Publishers' Weekly*, and this, Reydel

feels, is an essential part of an educational program.

"If the student can be taught skill in accurate thinking, against a true cultural background, he will be an educated man. And, without doubt, that is the primary function of our colleges.

"But, in addition, industry demands men with some knowledge of its problems and some skill in the use of its tools. So if our colleges, without forgetting their primary function, can provide this, the student is much farther along his problem of making a living."

In the first place, printing is coming into its own as one of the recognized arts; then, the trade should benefit greatly from newcomers with excellent training; and last, the appeal to students is greatly enhanced, and should attract a broader range of students.

Completion of a Notable Printing Contract

WITH the publication of the new fourteenth edition of the "Britannica," the Lakeside Press in Chicago has to its credit a commission of unusual magnitude. The detail involved in this work was almost infinite, and the press may well be congratulated on the completion of all the different steps in the process. The plan of the publishers that this set should be issued not from year to year, as encyclopædias have frequently been issued, but all at one time and in one delivery had the editorial advantage of making all the different articles of similar date and the statistics comparable; but it made a serious matter of the financing of the enterprise, and greatly increased also the problem of the printer.

The composition began in January, 1928, and presswork was started a year later. In the meantime, the galley proofs were going back to authors, were being compared with each other, were being elaborated or reduced, check-lists were being added, etc. With the presswork begun in January, the bound sheets were completed by September, nine months later, and this meant a printing of 24 volumes of over 1,000 pages each with elaborate illustrations, all of which, except the maps and a few colored plates made from originals, were made at the Lakeside Press. There were 7,000 cuts, all

of which had to be carefully prepared to print effectively with the text matter, 1,400 black and white full page plates, and 136 in full color.

The proof-reading problem of this alone was one of great magnitude because of the large amount of material in foreign languages with their accents. Probably the printer is not exaggerating when he says it is the largest single job of proof-reading in such a short length of time that has been compassed in the history of bookmaking. To hold such an enormous amount of type through a year of correction and progress would tax any but the largest plant. The Lakeside Press has also been responsible for the bindings, which come in four different materials.

Some of the statistics involved in the manufacture of the "Britannica" are well worth careful record: Text, exclusive of index, about 33,000,000 words; the type weighed 250 tons; the value of type metal, \$50,000; 11,000 pages set before make-up began; over 20,000 pages set before a single page was plated; 102 carloads of paper used to print 23,000,000 press impressions; total

number of insert leaves placed between text pages, 30,750,000; 20,000 goat-skins were needed for the leather bindings.

Bookmaking for Livelier Bookshelves

TO meet the growing demand for "colorful" books the Interlaken Mills have announced the addition of seven new colors to their "Common Colors" Grade to be known as "Bright Colors." The colors are canary, gold, sea-green, terra cotta, bright green, blue and magenta.

To demonstrate the use of the "Bright Colors" in connection with book bindings of a distinctly modern trend, Interlaken commissioned a well-known book designer to make an experimental cover using one of the new colors, in combination with two colors of ink stamping. The colors themselves were suggested by several artists who were consulted and were approved by publishers' manufacturing men.

Sample books of the "Bright Colors" as well as the sample, stamped cover which has been prepared, are being distributed.

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The Defective Printing Job

WRITING in the August *American Printer*, Maurice N. Weyl makes a point that rings very sound and true on what to do about the defective printing job. The printer is now and then confronted with a case which is really perplexing and only his good business judgment will solve the problem, but the opinion expressed is that as a rule it is poor policy to let the customer take the defective work at a reduced rate. If the customer is a hard-boiled individual, he knows that he can demand his own price, for the rejected work is so much waste paper to the printer. If he is of the easy-going sort and accepts the job as it is at the contract price, the printer does serious damage to his reputation, thereby incurring an indirect loss, likely to be much greater than the price of the job. Very few business reputations rest more precariously on good work than

the printers. The printing job carries two impressions; first, layout and typography determine the way it looks. This may create one of two impressions—it is noted because of its excellence or it is felt because of its inferiority. In the second place, it has accuracy which is never noted except by its absence. A slip on the part of the printer cannot be missed by anyone who sees the work. When he takes the position that since the job is not right it should not be used, he is strengthening himself with his customer.

Of course, the case may be such that the customer will benefit more from the use of the defective product without the delay necessitated in reprinting, and here a price reduction may be the correct procedure. On the whole, perfect work is the only standard which the printer can afford to set for himself.—*N. Y. U. Printing Course*.

AUTHOR'S PORTRAITS IN THE WOOD CUT TECHNIQUE

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Particularly gorgeous in coloring is the Nadejen jacket in the center of this group. Its luxuriance contrasts strikingly with the restrained and classic elegance of the "Pheidias" jacket. The "Old Miss" jacket is saved from being purely typical by an interesting design of flat, solid blocks of color.



The point to be made in regard to modern jacket designing, is that more and more skill and ingenuity are being displayed in the adjustment of design motif to story motif. Particularly is this to be noticed above in the case of "Chicago, the History of Its Reputation"—a kaleidoscopic design—a history in vivid interludes. Also, the "blare" effect of the "Fanfare" title was a happy inspiration.

Book Indexing Taught

A CORRESPONDENCE course offering instruction in the indexing of books and periodicals is announced by the Home Study Department of Columbia University. The course has been prepared by Mary Ellis, chief indexer in the New York State Library and the University of the State of New York. It covers the principles of book and periodical indexing and should be useful to authors, private secretaries and persons employed in the editorial departments of publishing houses as well as to library workers who are called upon to make indexes.

Even to-day books are published with inadequate indexes or with no indexes at all, in spite of the maledictions of readers who have wasted hours in trying to use material without the necessary keys. It has been proposed seriously in England and in the United States to deprive the author of a book published without an index, of the privilege of copyright. The art of indexing requires intelligent judgment, experience and the "indexing sense" and the new course is planned to develop these qualities through carefully planned instruction and practical problems. Information regarding this course may be obtained from the Supervising Instructor of Home Study Courses in Library Service, Columbia University.

Book on Typography

STOKES brings out a book of interest to printers,—"The Typography of Newspaper Advertisements," by Francis Meynell has been in preparation for more than four years. It is designed to give to the Advertiser, the Typographer and the working Printer, a finer, and so broader, understanding of the full effectiveness of Display in Advertising. Mr. Meynell, Director of the famous Nonesuch Press, is admittedly one of the great designers of this age.

An important feature of the book is the

Tables of Measurements of Types: these have never before appeared in print. Among the typefaces included are Atrax, Adastra, Cable, and Granjon.

The Limited Editions Club

THE Limited Editions Club directed by George Macy, formerly of Macy-Masius, which in its first announcement offered twelve months books by practically every one of America's outstanding printers save only Bruce Rogers, (who is busy in London), has now made its second announcement, which is that Frederic Warde has agreed to take charge of a series of books intended for the second year of the club, these books to be made by master typographers of Europe. Mr. Warde, as collectors will remember, has already spent two or three years in Europe and worked with the great printing houses producing books from his designs at their presses. For the past two years Mr. Warde has been at the William E. Rudge Press.

Note for Bookmakers

The Andrew H. Kellogg Company of New York has announced that Ralph M. Duenewald identified for many years with the production of fine letterpress and photo albumen printing, both in the commercial and publishing fields, has joined their organization.

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